

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	2	rinebold-w\$.in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2005/05/17 11:39
L2	3	deeds-r\$.in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2005/05/17 11:39
L3	5	1 2	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2005/05/17 11:39

US 4639876 A USPAT
US 4639876 A DERWENT

Set	Items	Description
S1	9	AU=(RINEBOLD W? OR RINEBOLD, W? OR DEEDS R? OR DEEDS, R?)
S2	0	(WALT? OR WALLY) (2N)RINEBOLD OR (ROB OR ROBERT OR BOB OR B-OBBY) (2N)DEEDS

? show files

File 2:INSPEC 1969-2005/May W2
(c) 2005 Institution of Electrical Engineers

File 6:NTIS 1964-2005/May W2
(c) 2005 NTIS, Intl Cpyrght All Rights Res

File 8:Ei Compendex(R) 1970-2005/May W2
(c) 2005 Elsevier Eng. Info. Inc.

File 34:SciSearch(R) Cited Ref Sci 1990-2005/May W2
(c) 2005 Inst for Sci Info

File 35:Dissertation Abs Online 1861-2005/Apr
(c) 2005 ProQuest Info&Learning

File 62:SPIN(R) 1975-2005/Feb W4
(c) 2005 American Institute of Physics

File 65:Inside Conferences 1993-2005/May W3
(c) 2005 BLDSC all rts. reserv.

File 94:JICST-EPlus 1985-2005/Mar W4
(c)2005 Japan Science and Tech Corp(JST)

File 95:TEME-Technology & Management 1989-2005/Apr W1
(c) 2005 FIZ TECHNIK

File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Apr
(c) 2005 The HW Wilson Co.

File 111:TGG Natl.Newspaper Index(SM) 1979-2005/May 16
(c) 2005 The Gale Group

File 139:EconLit 1969-2005/May
(c) 2005 American Economic Association

File 144:Pascal 1973-2005/May W2
(c) 2005 INIST/CNRS

File 256:TecInfoSource 82-2005/Mar
(c) 2005 Info.Sources Inc

File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info

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Set	Items	Description
S1	0	AU=(RINEBOLD W? OR RINEBOLD, W? OR DEEDS R? OR DEEDS, R?)
S2	50	(WALT? OR WALLY) (2N)RINEBOLD OR (ROB OR ROBERT OR BOB OR B-OBBY) (2N)DEEDS
S3	6	S2 AND (ONLINE OR ON()LINE OR INTERNET OR WEBSITE? OR WEB(-)SITE? OR HYPERLINK? OR HYPER()LINK? OR WORLD()WIDE()WEB)
S4	2	S3 AND PY<2000
S5	2	RD (unique items)

? show files

File 9:Business & Industry(R) Jul/1994-2005/May 16
(c) 2005 The Gale Group

File 13:BAMP 2005/May W2
(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/May 16
(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/May 16
(c) 2005 The Gale Group

File 20:Dialog Global Reporter 1997-2005/May 17
(c) 2005 The Dialog Corp.

File 47:Gale Group Magazine DB(TM) 1959-2005/May 17
(c) 2005 The Gale group

File 75:TGG Management Contents(R) 86-2005/May W2
(c) 2005 The Gale Group

File 88:Gale Group Business A.R.T.S. 1976-2005/May 16
(c) 2005 The Gale Group

File 98:General Sci Abs/Full-Text 1984-2004/Dec
(c) 2005 The HW Wilson Co.

File 141:Readers Guide 1983-2005/Dec
(c) 2005 The HW Wilson Co

File 148:Gale Group Trade & Industry DB 1976-2005/May 17
(c)2005 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 239:Mathsci 1940-2005/Jun
(c) 2005 American Mathematical Society

File 267:Finance & Banking Newsletters 2005/May 16
(c) 2005 The Dialog Corp.

File 268:Banking Info Source 1981-2005/May W2
(c) 2005 ProQuest Info&Learning

File 275:Gale Group Computer DB(TM) 1983-2005/May 17
(c) 2005 The Gale Group

File 369:New Scientist 1994-2005/Apr W2
(c) 2005 Reed Business Information Ltd.

File 370:Science 1996-1999/Jul W3
(c) 1999 AAAS

File 476:Financial Times Fulltext 1982-2005/May 17
(c) 2005 Financial Times Ltd

File 484:Periodical Abs Plustext 1986-2005/May W2
(c) 2005 ProQuest

File 553:Wilson Bus. Abs. FullText 1982-2004/Dec
(c) 2005 The HW Wilson Co

File 610:Business Wire 1999-2005/May 17
(c) 2005 Business Wire.

File 613:PR Newswire 1999-2005/May 17
(c) 2005 PR Newswire Association Inc

File 621:Gale Group New Prod.Annou.(R) 1985-2005/May 16
(c) 2005 The Gale Group

File 624:McGraw-Hill Publications 1985-2005/May 16
(c) 2005 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2005/May 16
(c) 2005 San Jose Mercury News

File 635:Business Dateline(R) 1985-2005/May 14
 (c) 2005 ProQuest Info&Learning
File 636:Gale Group Newsletter DB(TM) 1987-2005/May 16
 (c) 2005 The Gale Group
File 647:CMP Computer Fulltext 1988-2005/May W1
 (c) 2005 CMP Media, LLC
File 674:Computer News Fulltext 1989-2005/May W3
 (c) 2005 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2005/May 16
 (c) 2005 The Dialog Corp.
File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc

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Set	Items	Description
S1	155980	ONLINE OR ON()LINE OR INTERNET? OR WEBSITE? OR WEB()SITE? - OR WEBPAGE? OR WEB()PAGE? OR WEBHOST? OR WEB()HOST?
S2	7309	WORLD()WIDE()WEB OR HYPERLINK? OR HYPERTEXT? OR HYPER() (TE- XT? OR LINK?) OR ACTIVE()LINK?
S3	580780	BUSINESS? OR EBUSINESS? OR COMMERCE? OR ECOMMERCE? OR COMM- ERCIAL?
S4	62824	SHOPPING? OR ADVERTIZ? OR ADVERTIS? OR MARKETPLAC? OR TRADE OR TRADING OR SHOPPER? OR ETAIL?
S5	301363	GEOGRAPH? OR LOCATION? OR COMMUNITY? OR COMMUNITIE? OR LOC- ALIZ? OR LOCALIS? OR LOCALIT?
S6	738232	DEMOGRAPH? OR REGION? OR VICUS OR VICINIT? OR ZIPCODE? OR - (ZIP OR POST?) ()CODE?
S7	16330	TOWN OR TOWNS OR TOWNSHIP? OR CITY OR CITIE?
S8	212865	INTERACT? OR AUTOMATED? OR (SELF OR AUTO) () (POST? OR DESIG- N? OR SELECT? OR UPDAT? OR PAY OR PAYS OR PAYED OR PAYING OR - PAYMENT?)
S9	16506	PERSONALIZ? OR PERSONALIS? OR INDIVIDUALIZ? OR INDIVIDUALI- S? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) () (MAKE? OR MADE? OR MAKING?)
S10	572330	PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (3N)VISIT?
S11	5101	(INCOME? OR REVENUE? OR MONEY? OR CAPITAL? OR COMMISSION? - OR DOLLAR? OR FEE OR FEES OR PAYMENT?) (5N) (GENERAT? OR MAKING? OR MAKE? OR MADE? OR ENHANC? OR REFER? OR CREAT?)
S12	36174	DIRECTORY? OR DIRECTORIE? OR BANNER? () (AD OR ADS OR ADVERT? OR PROMOT?) OR MENU? OR CATAGOR?
S13	7081	COUPON? OR (CLASSIFIED? OR BUSINESS? OR WANT) () (AD OR ADS - OR ADVERT?) OR REALTY OR REALTOR? OR REAL()ESTATE? OR REAL()P- ROPERT?
S14	44293	(FEE OR FEES) (3N)SERVIC? OR TOPIC OR TOPICS OR TOPICAL?
S15	1310430	ANALYS? OR ANALYZ? OR MONITOR? OR STATIST? OR KEEP()TRACK? OR ACCOUNT? OR TALLY? OR TALLIE? OR CALCULAT?
S16	1940342	IC=(G06F? OR G07B? OR G06G? OR H04L? OR G09G? OR G01S? OR - H04M?)
S17	18934	S1:S2(20N)S3:S4
S18	1430	S17 AND S5:S7
S19	444	S18 AND S8:S10
S20	17	S18 AND S11
S21	157	S18 AND S12:S14
S22	278	S18 AND S15
S23	1310	S18 AND S16
S24	119	S18 AND S5:S7(7N)S8:S10
S25	157	S19 AND S21:S22
S26	146	S25 AND S23
S27	415	S19 AND S11:S16
S28	4	S27 AND S11 AND S12:S16
S29	54	S27 AND S12:S14 AND (S11 OR S15:S16)
S30	13	S27 AND S15 AND (S11 OR S12:S14)
S31	245	S20 OR S24 OR S26 OR S28:S30
S32	808167	PR=2000:2005
S33	152	S31 NOT S32
S34	152	IDPAT (sorted in duplicate/non-duplicate order)

? show files

File 347:JAPIO Nov 1976-2005/Jan(Updated 050506)

(c) 2005 JPO & JAPIO

File 350:Derwent WPIX 1963-2005/UD,UM &UP=200530

(c) 2005 Thomson Derwent

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34/3,K/70 (Item 70 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

015385872 **Image available**
WPI Acc No: 2003-446815/200342
XRPX Acc No: N03-356234

**Business service call information provision method involves prioritizing
subscribing business based on geographic area, caller location
provided by caller, to provide requested third party information to
caller**

Patent Assignee: NORTEL NETWORKS LTD (NELE)
Inventor: PAXSON D W
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6526135	B1	20030225	US 98195774	A	19981118	200342 B

Priority Applications (No Type Date): US 98195774 A 19981118

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 6526135	B1	14	H04M-003/42	

**Business service call information provision method involves prioritizing
subscribing business based on geographic area, caller location
provided by caller, to provide requested third party information to
caller**

Abstract (Basic):

... businesses within a database associated with that industry are
prioritized based on criteria e.g. **geographical** area, caller
location provided by the caller. The subscribing business is selected
by the system according to the...

... For providing information to caller from called party using
automated competitive **business** call distribution (ACBCD) system
through public switched telephone network (PSTN) or **Internet** .

...

...Provides subscription providers, the opportunity for reduction of the
number of **directory** -assistance calls requesting listings for the most
frequently called business services, thereby reducing the cost...

...involvement in designated high-volume categories of the call. Provides
enhanced services by selecting a **geographically** proximate service
supplier...

...The figure shows a schematic view of the **automated** competitive
business call distribution system using the public switched telephone
network

...Title Terms: **GEOGRAPHICAL** ;

International Patent Class. (Main): H04M-003/42

34/3,K/92 (Item 92 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014877607 **Image available**
WPI Acc No: 2002-698313/200275
Related WPI Acc No: 2002-517876
XRPX Acc No: N02-550717

Programming distribution network e.g. Internet for delivering advertisements , has server computer that delivers programming content for display on selected display device

Patent Assignee: BOYLE J J (BOYL-I); CARNEY P J (CARN-I); PERINE C A (PERI-I); PINA J B (PINA-I)

Inventor: BOYLE J J; CARNEY P J; PERINE C A; PINA J B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020120518	A1	20020829	US 98107735	A	19981110	200275 B
			US 99437373	A	19991110	
			US 2002112438	A	20020329	

Priority Applications (No Type Date): US 98107735 P 19981110; US 99437373 A 19991110; US 2002112438 A 20020329

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020120518	A1	17	G06F-017/60	Provisional application US 98107735

Cont of application US 99437373

Cont of patent US 6408278

Programming distribution network e.g. Internet for delivering advertisements , has server computer that delivers programming content for display on selected display device

Abstract (Basic):

... A server computer (20) is connected to the **geographically** dispersed display devices (14a-14n) located in public places (12a-12n) through the Internet (22...)

... Programming distribution network e.g. cable network, wide area network (WAN), **Internet** , local area network (LAN) and intranet for delivering out-of-home **demographically targeted** programming information such as **advertisements** to public display devices such as electronic billboards located in public places and transit centers...

...displayed on the out-of-home display device in conformance with the changes in the **demographic profile** to more effectively **target** the intended consumers of the programming content. Enables for customizing target criteria to any degree and allows targeting groups to be created and managed from a central **location** . Minimizes cost and allows for infinite **customizing** of advertisement delivery and enables distributing software to remote devices for remote upgrades and installations. Provides a cost-effective mechanism for **advertising** a product in **locations** outside the **geographic** market for a particular product and enables viewer to immediately access an **on - line** store to purchase the product or service or to find further information. Optimizes out-of-home **advertisement** based on the collected and maintained **demographic** information for programming display venues and optimizes inventory distribution through pin point targeted out-of...

RECEIVED
DEC
BENEFIT



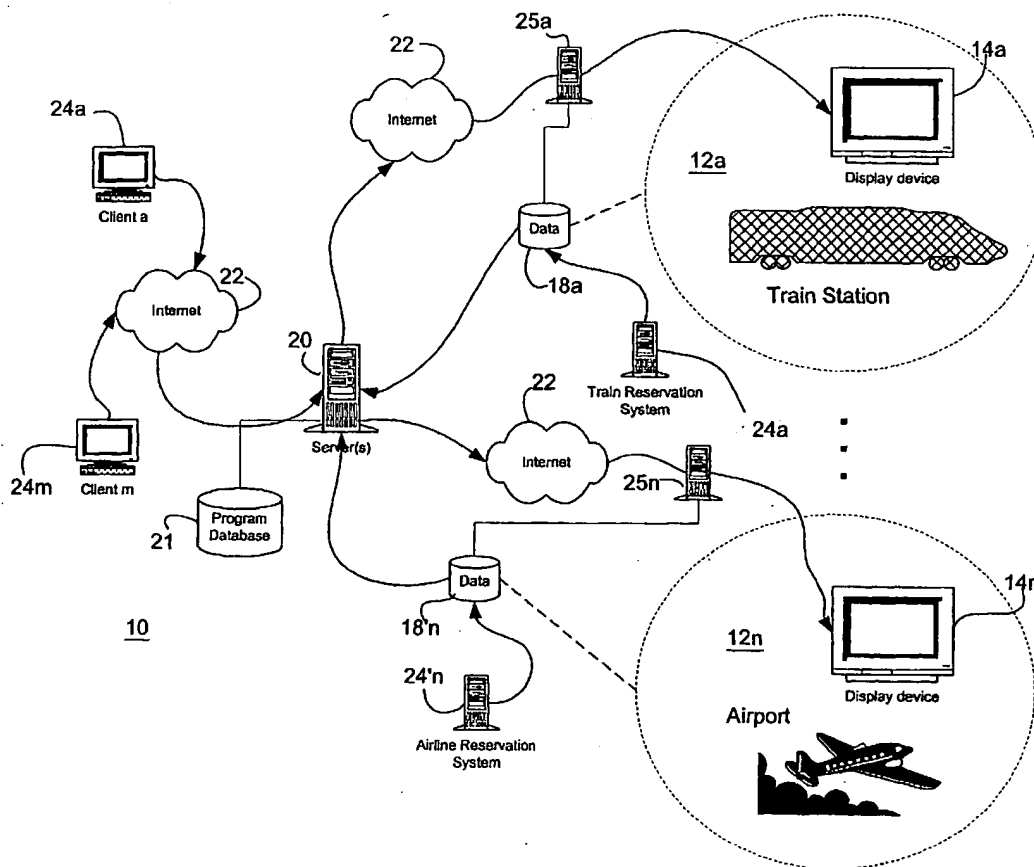
US 20020120518A1

(19) **United States**(12) **Patent Application Publication**
Carney et al.(10) Pub. No.: **US 2002/0120518 A1**(43) Pub. Date: **Aug. 29, 2002**(54) **SYSTEM AND METHOD FOR DELIVERING
OUT-OF-HOME PROGRAMMING**(60) Provisional application No. 60/107,735, filed on Nov.
10, 1998.(76) Inventors: Patrick J. Carney, Wallingford, PA
(US); Joel B. Pina, West Chester, PA
(US); James J. Boyle, Havertown, PA
(US); Corey A. Perine, Philadelphia,
PA (US)**Publication Classification**(51) Int. Cl.⁷ G06F 17/60

(52) U.S. Cl. 705/14

Correspondence Address:
WOODCOCK WASHBURN LLP
ONE LIBERTY PLACE, 46TH FLOOR
1650 MARKET STREET
PHILADELPHIA, PA 19103 (US)(57) **ABSTRACT**

A system and method through which programming content is delivered for display on a network of electronic out-of-home display devices. The network includes a plurality of individually addressable display devices that are located in public venues. Demographic data is tracked for the display devices by place and by time so that the programming content can more closely conform to the changing demographic.

(21) Appl. No.: **10/112,438**(22) Filed: **Mar. 29, 2002****Related U.S. Application Data**(63) Continuation of application No. 09/437,373, filed on
Nov. 10, 1999, now Pat. No. 6,408,278.

34/3,K/101 (Item 101 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014333141 **Image available**

WPI Acc No: 2002-153844/200220

Related WPI Acc No: 2001-281159; 2002-065639; 2002-665826; 2003-110424;
2005-019804

XRPX Acc No: N02-116966

**Electronic coupon distribution system for online shopping ,
generates user-specific incentive associated with incentive offers
selected by remote user for redemption**

Patent Assignee: BRIGHTSTREET.COM (BRIG-N)

Inventor: BARNETT C W; BRAUNSTEIN M; REISNER K R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6336099	B1	20020101	US 95425185	A	19950419	200220 B
			US 9865545	A	19980424	

Priority Applications (No Type Date): US 95425185 A 19950419; US 9865545 A
19980424

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 6336099	B1	20	G06F-017/60	Cont of application US 95425185

**Electronic coupon distribution system for online shopping ,
generates user-specific incentive associated with incentive offers
selected by remote user for redemption**

Abstract (Basic):

... For distributing product redemption **coupons** such as check-out
coupons , register receipt **coupons** , in-product **coupons** , instant
peel-off on-product **coupons** , direct mail **coupons** , etc., to remote
user computers, and also for collecting user-specific data regarding
coupon usage and user **demographic** information from the remote
computers...

...Allows the user to easily request, select, store, manipulate and print
desired **coupons** rather than purchasing a special-purpose equipment.
Efficient, low cost, household **targeted coupon** distribution system
which provides incentives to each user, is obtained...

...The figure shows the block diagram of the electronic **coupon**
distribution system...

...Title Terms: **COUPON** ;

International Patent Class (Main): G06F-017/60

34/3,K/108 (Item 108 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014029926 **Image available**

WPI Acc No: 2001-514140/200156

Related WPI Acc No: 2000-317244; 2000-317249; 2001-327864; 2001-327865;
2001-335371; 2001-367257; 2001-397392; 2001-432384; 2001-451202;
2001-514147; 2001-521512; 2001-521525; 2001-522236; 2001-536489;
2001-580574; 2001-611117; 2001-625505; 2001-638736; 2001-656674;
2002-034684; 2002-106333; 2002-114373; 2002-121571; 2002-121767;
2002-226483; 2002-226665; 2002-240862; 2002-526198; 2003-828785;
2004-189755; 2004-212315; 2004-447474; 2004-532470; 2004-666226;
2004-819826; 2005-009907; 2005-072256; 2005-090153; 2005-131483;
2005-210989; 2005-240037; 2005-281919; 2005-282998

XRPX Acc No: N01-380929

Advertiser location access method over global communication network
e.g. internet , involves decoding consumer unique signal to obtain
routing information to predetermined location on network

Patent Assignee: DIGITALCONVERGENCE.COM INC (DIGI-N); MATHEWS D K (MATH-I);
PHILYAW J J (PHIL-I); LV PARTNER LP (LVPA-N)

Inventor: MATHEWS D K; PHILYAW J J

Number of Countries: 094 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200115357	A1	20010301	WO 2000US22037	A	20000811	200156 B
AU 200066342	A	20010319	AU 200066342	A	20000811	200156
US 6697949	B1	20040224	US 98151471	A	19980911	200415
			US 98151530	A	19980911	
			US 99378221	A	19990819	
			US 99382376	A	19990824	
US 20040230837	A1	20041118	US 98151471	A	19980911	200477
			US 99378221	A	19990819	
			US 99382376	A	19990824	
			US 2004785377	A	20040224	

Priority Applications (No Type Date): US 99382376 A 19990824; US 98151471 A 19980911; US 98151530 A 19980911; US 99378221 A 19990819; US 2004785377 A 20040224

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200115357 A1 E 57 H04H-001/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200066342 A

US 6697949 B1

G06F-011/30

Based on patent WO 200115357

CIP of application US 98151471

CIP of application US 98151530

CIP of application US 99378221

CIP of patent US 6098106

US 20040230837 A1

H04L-009/00

CIP of application US 98151471

CIP of application US 99378221

Cont of application US 99382376

Cont of patent US 6697949

CIP of patent US 6745234

Advertiser location access method over global communication network
e.g. internet , involves decoding consumer unique signal to obtain

RELATED
DOC.
BENEATH

routing information to predetermined location on network

Abstract (Basic):

... is decoded to extract the unique code based on which routing information to the predetermined **location** on the network from a consumer computer is determined and it is archived in the...
... For accessing advertisements, contests, games, news programs, education, **coupon** promotional programs, demonstration media and photographs through local area network (LAN), wide area network (WAN...
...to archive information in the user's PC. Enables broadcast of sports game with additional **statistics** .
...

...The figure shows the system **interactions** over a global network
International Patent Class (Main): **G06F-011/30** ...

... **H04L-009/00**

International Patent Class (Additional): **G06F-012/14** ...

... **G06F-017/30** ...

... **H04L-009/32**



US00697949B1

(12) **United States Patent**
Philyaw et al.

(10) Patent No.: **US 6,697,949 B1**
(45) Date of Patent: **Feb. 24, 2004**

(54) **METHOD AND APPARATUS FOR CONTROLLING A USER'S PC THROUGH AN AUDIO-VISUAL BROADCAST TO ARCHIVE INFORMATION IN THE USERS PC**

(75) Inventors: **Jeffry Jovan Philyaw**, Dallas, TX (US); **David Kent Mathews**, Carrollton, TX (US)

(73) Assignee: **L.V. Partner, L.P.**, Dallas, TX (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/382,376**

(22) Filed: **Aug. 24, 1999**

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/378,221, filed on Aug. 19, 1999, which is a continuation-in-part of application No. 09/151,471, filed on Sep. 11, 1998, now abandoned, and a continuation-in-part of application No. 09/151,530, filed on Sep. 11, 1998, now Pat. No. 6,098,106.

(51) Int. Cl.⁷ **G06F 11/30; G06F 12/14; H04L 9/00; H04L 9/32; H04N 7/167**
(52) U.S. Cl. **713/201; 380/211**
(58) Field of Search **713/201; 380/211**

(56) References Cited

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3,668,312 A 6/1972 Yamamoto et al. 178/6.8
4,002,886 A 1/1977 Sundelin 235/61.7 R
4,042,792 A 8/1977 Pakenham et al. 179/90

(List continued on next page.)

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JP 10188140 A 12/1996 G07G/1/12
WO WO 95/10813 10/1994 G06F/15/403
WO WO 96/07146 9/1995 G06F/17/00
WO WO 97/37319 2/1997 G06K/7/10

WO WO 98/09243 8/1997 G06F/19/00
WO WO 98/03923 1/1998 G06F/15/163
WO WO 98/06055 2/1998 G06F/163/00
WO WO 98/19259 5/1998 G06F/17/60
WO WO 98/40823 9/1998 G06F/13/00
WO WO 98/40823 A1 9/1998
WO WO 98/49813 A1 11/1998
WO WO 99/63457 6/1999 G06F/17/30

OTHER PUBLICATIONS

"Group Decision Support System: Development and Application", Energy Systems, Westinghouse, Pittsburgh, PA.

"New Technologies in Credit Card Authentication", Pieter de Bryne, Institute for Communications Technology, Zurich, Switzerland.

"AVITAL, a Private Teaching System by Fax Communication", Atsushi Iizawa, Noriro Sugiki, Yukari Shitora and Hideko Kunii, Software Research Center, Tokyo, Japan.

(List continued on next page.)

Primary Examiner—Gilberto Barrón

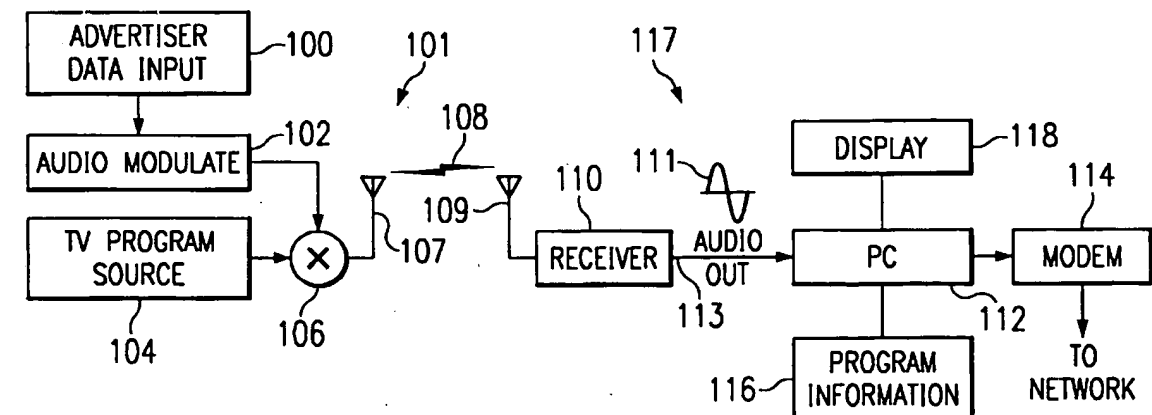
Assistant Examiner—Benjamin E Lanier

(74) *Attorney, Agent, or Firm*—Howison & Arnott, L.L.P.

(57) ABSTRACT

A method for allowing a consumer to access an advertiser's location over a global communication network. A normal broadcast program is broadcast to a class of consumers having a unique signal embedded therein, which unique signal embedded therein is associated with a particular advertiser and a predetermined location on the network. Additionally, the unique signal has encoded therein a unique code that correlates with the location of this predetermined location on the network. When the unique signal is received at a consumer's location, the unique signal is decoded to extract therefrom the unique code. In response to this decoding, routing information to the predetermined location on the network from a consumer's computer on the network at the consumer's location is determined. This determined routing information is then archived in the consumer's computer.

4 Claims, 10 Drawing Sheets



34/3,K/123 (Item 123 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013605606 **Image available**
WPI Acc No: 2001-089814/200110
XRPX Acc No: N01-067975

Demographic information providing method in computer network, involves associating portion of self-represented demographic information obtained from anonymous user with remote request which is transmitted to server

Patent Assignee: INVENTION DEPOT INC (INVE-N)
Inventor: THOMAS C D
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6128663	A	20001003	US 9737506	A	19970211	200110 B
			US 9821177	A	19980210	

Priority Applications (No Type Date): US 9737506 P 19970211; US 9821177 A 19980210

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 6128663	A	23	G06F-015/16	Provisional application US 9737506

Demographic information providing method in computer network, involves associating portion of self-represented demographic information obtained from anonymous user with remote request which is transmitted to server

Abstract (Basic):

... Self represented demographic information is obtained from the anonymous computer network user. A portion of the demographic information is associated with remote page request and the remote page request containing a portion of demographic information is transmitted to the remote server machine over the computer network.

... a) a computer implemented method for utilizing demographic information over the computer network; and...

...Improves banner advertising on Internet by customizing the advertising banners on other portions of the web page to the user so that the web page is more effective...

International Patent Class (Main): G06F-015/16

34/3,K/124 (Item 124 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013576203 **Image available**
WPI Acc No: 2001-060410/200107
Related WPI Acc No: 2000-638661
XRPX Acc No: N01-045208

Advertisement selection for display to online service user by
displaying advertisement on secondary user display associated to same
demographic category as that of primary user, when user clicks via
advertisement

Patent Assignee: NETZERO INC (NETZ-N)
Inventor: BURR R; HAITSUKA S; MAC KENZIE H; WARREN T; ZEBIAN M
Number of Countries: 089 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200054201	A2	20000914	WO 2000US6278	A	20000309	200107 B
AU 200038743	A	20000928	AU 200038743	A	20000309	200107

Priority Applications (No Type Date): US 99324747 A 19990603; US 9977331 P
19990309; US 99265512 A 19990309

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200054201	A2	E	48 G06F-017/60	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200038743 A G06F-017/60 Based on patent WO 200054201

Advertisement selection for display to online service user by
displaying advertisement on secondary user display associated to same
demographic category as that of primary user, when user clicks via
advertisement

Abstract (Basic):

... server (130) for display on screen (101) of local device (100)
of primary user. Server monitors whether the user performance click
via an advertisement. Server displays the advertisement on screen of
local device of secondary user associated with same demographic
category as that of primary user, if user performs click on through an
advertisement.

... The OSP server transmits an advertisement to client
application. A client application establishes communication channel for
online service from each of local devices. The quality of click
through on advertisement performed by user is monitored. The server
interrupts advertisement play list of the user before causing
advertisement to be displayed...

...For selecting advertisement for display to user of online device for
accessing use, whether, financial, sports and entertainment services.
Also for retrieving information from...

...advertiser to test poor performance advertisement with new audiences
thus enabling in modifying the advertisements target criteria...

International Patent Class (Main): G06F-017/60

34/3,K/125 (Item 125 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013556469 **Image available**
WPI Acc No: 2001-040676/200105
XRPX Acc No: N01-030341

Dynamic advertising apparatus for communication system, retrieves
advertising or other promotional materials, and sends it to client
terminal, in response to request from terminal

Patent Assignee: TEL.NET MEDIA PTY LTD (TELN-N)
Inventor: JONES A B; TAYLOR D R
Number of Countries: 090 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200052608	A1	20000908	WO 2000AU157	A	20000306	200105 B
AU 200028958	A	20000921	AU 200028958	A	20000306	200105

Priority Applications (No Type Date): AU 993294 A 19991006; AU 999047 A
19990304

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200052608 A1 E 19 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200028958 A G06F-017/60 Based on patent WO 200052608

Abstract (Basic):

... For presenting **advertising** or promotional materials by
Internet service providers in computer networks, TV networks,
telephone networks and radio networks...

...modifying the request from user terminal, such that the modified request
includes parameters relating to **locality** of the user, time of day at
the **locality**, user **usage** pattern and user **demographic**.

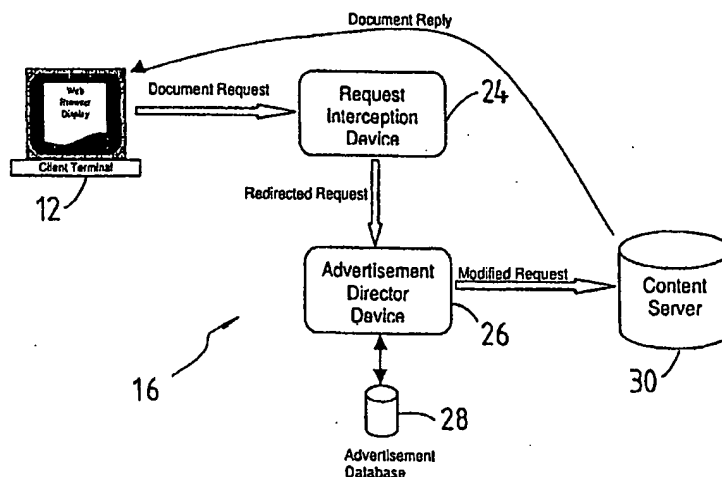
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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁷ : G06F 17/60, 17/30		A1	(11) International Publication Number: WO 00/52608
			(43) International Publication Date: 8 September 2000 (08.09.00)
(21) International Application Number: PCT/AU00/00157 (22) International Filing Date: 6 March 2000 (06.03.00) (30) Priority Data: PP 9047 4 March 1999 (04.03.99) AU PQ 3294 6 October 1999 (06.10.99) AU (71) Applicant (for all designated States except US): TEL.NET MEDIA PTY. LTD. [AU/AU]; Level 9, 500 Queen Street, Brisbane, QLD 4000 (AU). (72) Inventors; and (75) Inventors/Applicants (for US only): JONES, Alan, Bradley [AU/AU]; 11 Kulindi Place, Carseldine, QLD 4034 (AU). TAYLOR, David, Ross [AU/AU]; Unit 4, 62 Howard Street, Rosalie, QLD 4064 (AU). (74) Agent: INTELLPRO; Level 7, Reserve Bank Building, 102 Adelaide Street, G.P.O. Box 1339, Brisbane, QLD 4000 (AU).		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i>	

(54) Title: A DYNAMIC ADVERTISING APPARATUS AND SYSTEM



(57) Abstract

A dynamic advertising apparatus or computer program (16) is provided for a communications system (10) having at least one user terminal (12) with information indication means (22) and at least one content terminal (14). The apparatus (16) comprises means for controlling the at least one user terminal so that information (20) originating from the at least one content terminal (14) and advertising or other promotional materials (18) originating from another source are presented on the indication means (22). The apparatus (16) is arranged to intercept a request for the information (20) from the at least one user terminal (12) and in response it retrieves and sends the advertising or other promotional materials (18) to the requesting user terminal(s) (12). The apparatus (16) may have a database of user profiles and the retrieved advertising or other promotional materials (18) is chosen in accordance with the profile of the user terminal (2). The apparatus (16) may also have a request modifying means for modifying the request so that it includes parameters relating to: locality of the requesting user, time of day at the locality, user usage pattern and user demographic, and the parameters are used to retrieve advertising or other promotional materials that match the parameters.

34/3,K/128 (Item 128 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013500423 **Image available**
WPI Acc No: 2000-672364/200065
Related WPI Acc No: 2000-672359
XRPX Acc No: N00-498488

Method for local advertising in Internet using computer system
Patent Assignee: SUN MICROSYSTEMS INC (SUNM)
Inventor: BAEHR G; GUPTA A; VENKATARAMAN S
Number of Countries: 088 Number of Patents: 005
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200030008	A1	20000525	WO 99US27061	A	19991112	200065 B
AU 200016253	A	20000605	AU 200016253	A	19991112	200065
EP 1131758	A1	20010912	EP 99958991	A	19991112	200155
			WO 99US27061	A	19991112	
JP 2002530700	W	20020917	WO 99US27061	A	19991112	200276
			JP 2000582946	A	19991112	
US 6487538	B1	20021126	US 98192874	A	19981116	200281

Priority Applications (No Type Date): US 98192874 A 19981116
Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200030008	A1 E	56	G06F-017/60	
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW				
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW				
AU 200016253	A		G06F-017/60	Based on patent WO 200030008
EP 1131758	A1 E		G06F-017/60	Based on patent WO 200030008
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI				
JP 2002530700	W	49	G09F-019/00	Based on patent WO 200030008
US 6487538	B1		G06F-017/60	

Method for local advertising in Internet using computer system

Abstract (Basic):

... a) a computer system for local advertising in Internet ;
(...

...For local advertising in Internet using computer system...

...Enables small advertisers to have their advertisement appear in
connection with frequently used web sites . Utilizes profile and
demographic information to precisely target advertisements to
specific users...

...The figure shows the flowchart of advertisement insertion according to
method for local advertising in Internet .

34/3,K/130 (Item 130 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013446665 **Image available**
WPI Acc No: 2000-618608/200059
XRPX Acc No: N00-458445

Online trading method for buying/selling goods through internet ,
involves searching suitable seller located within required distance limit
as specified by buyer, and displaying identified seller's information

Patent Assignee: TOLZ D (TOLZ-I)

Inventor: TOLZ D

Number of Countries: 089 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200043933	A1	20000727	WO 2000US1852	A	20000126	200059 B
AU 200027369	A	20000807	AU 200027369	A	20000126	200059

Priority Applications (No Type Date): US 99117232 P 19990126

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200043933 A1 E 72 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200027369 A G06F-017/60 Based on patent WO 200043933

Online trading method for buying/selling goods through internet ,
involves searching suitable seller located within required distance limit
as specified by buyer, and displaying...

Abstract (Basic):

... search is also performed based on difference in distance between
seller and buyer. The identified **location** and suitable price list can
be viewed on display screen by buyer.

... The database record of sellers consists of price of list of item
and address **location** . The buyer enters item description, desired
price, time period for transaction. The search is performed...

...on buyer's requirement, so that item can be purchased within shorter
duration and distance. **Geographical** algorithm (18a) is used for
calculating the distance between buyer and seller. Transaction is
initiated by notifying the seller about electronic...

...b) computer program for establishing relationship between sellers and
buyers in a **geographic** area...

...c) direct sales organization establishment method in a desired
geographic area via internet...

... **On - line trading** method for local selling, auctioning, exchanging
goods, service and information over **world wide web** . Also used in
local grocery market, bakery etc., with provision for electronic
billing...

...item which may actually be located further away, than closer to more
expensive items by **interaction** between buyer and seller, so that
desired items may be located by incrementing distance and initiating

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new searches. Allows creation of national website, operating locally by facilitating auction or **classified ad** site on internet to provide local auction, based on **location** of user and radius of choosing, which is currently not offered anywhere on internet. Enables creation of stronger bonds among people in given area, fastening economic growth in a **region**. The system can be arranged to charge merchant's **accounts** or credit card and saves time of customer and seller. The system is more efficient...

...to only pickup the ordered items, therefore the system moves retail shops closer to becoming **shopping** point for goods, as opposed to place where users browse and shop as **shopping** and browsing is conducted **online**. The system allows integration of shippers/buyers, sellers so that shippers can become integrated and...

...The figure shows the environment within which the **online trading** is operated...

... **Geographic** algorithm (18a

International Patent Class (Main): **G06F-017/60**

CORRECTED VERSION

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
27 July 2000 (27.07.2000)

PCT

(10) International Publication Number
WO 00/43933 A1

(51) International Patent Classification⁷: G06F 17/60

(21) International Application Number: PCT/US00/01852

(22) International Filing Date: 26 January 2000 (26.01.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/117,232 26 January 1999 (26.01.1999) US

(71) Applicant and

(72) Inventor: TOLZ, Daren [US/US]; 21 Bloomingdale Road
#9, White Plains, NY 10605 (US).

(81) Designated States (*national*): AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

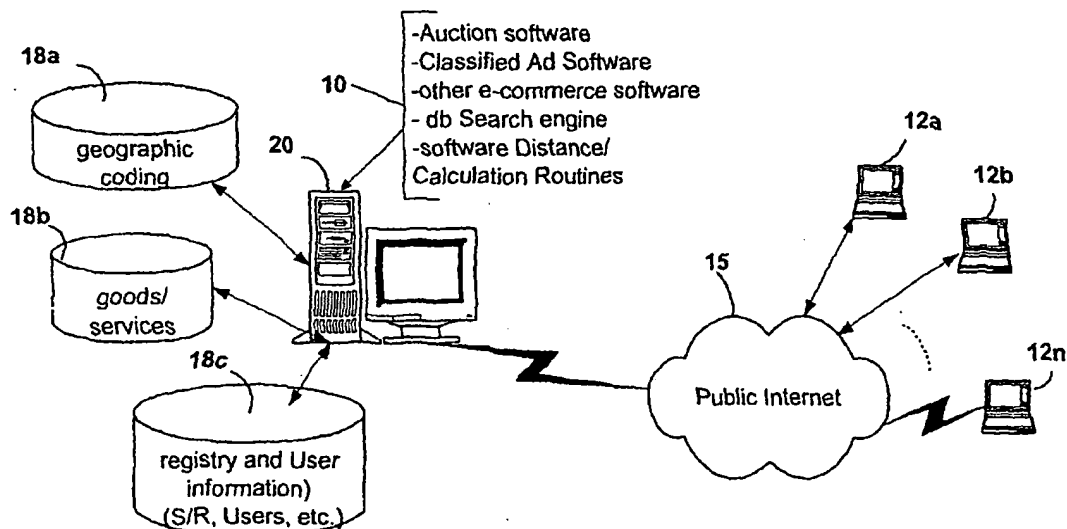
(74) Agents: GROLZ, Edward, W. et al.; Scully, Scott, Murphy & Presser, 400 Garden City Plaza, Garden City, NY 11530 (US).

(48) Date of publication of this corrected version:

9 August 2001

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ON-LINE AUCTIONING/BUYING/SELLING GOODS, SERVICES AND INFORMATION



(57) Abstract: A World-Wide Web/Internet-based system and method for facilitating the exchange of goods, services and information between buyers and sellers within a specified geographic area. The system implements a database methodology that organizes and stores information relating to buyers and seller of goods and services (18b) and associates geographic information (18a) with locations of items for sale. A buyer through a web-browser indicates a geographic distance radius and a search is conducted within the database to locate only those items indicated by the buyer that are located within that geographic distance (10). Those items are subsequently displayed and available for a buyer to purchase. Further, direct sales relationships are established locally by maintaining a registry of users that enable participation of other sellers and buyers with the system and tracking the associations of those users with the new buyer and sellers (18c).

WO 00/43933 A1

34/3,K/138 (Item 138 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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012637666 **Image available**
WPI Acc No: 1999-443770/199937
Related WPI Acc No: 2002-506605
XRPX Acc No: N99-330990

**Advertisement provider computer in intercommunication system for
delivering customized advertisements**

Patent Assignee: ANGLES P D (ANGL-I)
Inventor: ANGLES P D; BLATTNER D O
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5933811	A	19990803	US 96700032	A	19960820	199937 B

Priority Applications (No Type Date): US 96700032 A 19960820

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5933811	A	26	G06F-017/30	

**Advertisement provider computer in intercommunication system for
delivering customized advertisements**

Abstract (Basic):

... A registration module (60) allows a consumer to register
consumer **demographic** information and content provider to register
content provider information. Based on the consumer information,
advertising module (62) selects an advertisement and transfers to
consumer. During transfer, an **accounting** database unit (72) access
the database to bill the advertiser and credit content provider.
... For delivering **customized** advertisements...

...As the **advertisement** viewed by consumers associated with particular
internet provider is **monitored**, **internet** provider is paid based on
number of **advertisements** viewed thereby consumer access fee is
reduced. If the consumer wishes to obtain additional information about
an **advertised** product or service, the consumer simply use a mouse to
select an embedded **hyper - link** in the custom **advertisement** and
immediately transport to **advertisers website** .
...

... **Accounting** database unit (72)
...Title Terms: **CUSTOMISATION** ;
International Patent Class (Main): **G06F-017/30**
International Patent Class (Additional): **G06F-017/60**

Set	Items	Description
S1	157864	ONLINE OR ON()LINE OR INTERNET? OR WEBSITE? OR WEB()SITE? - OR WEBPAGE? OR WEB()PAGE? OR WEBHOST? OR WEB()HOST?
S2	24408	WORLD()WIDE()WEB OR HYPERLINK? OR HYPERTEXT? OR HYPER() (TE- XT? OR LINK?) OR ACTIVE()LINK?
S3	459533	BUSINESS? OR EBUSINESS? OR COMMERCE? OR ECOMMERCE? OR COMM- ERCIAL? OR MERCHANT?
S4	133829	SHOPPING? OR ADVERTIZ? OR ADVERTIS? OR MARKETPLAC? OR TRADE OR TRADING OR SHOPPER? OR ETAIL?
S5	524415	GEOGRAPH? OR LOCATION? OR COMMUNITY? OR COMMUNITIE? OR LOC- ALIZ? OR LOCALIS? OR LOCALIT?
S6	566431	DEMOGRAPH? OR REGION? OR VICUS OR VICINIT? OR ZIPCODE? OR - (ZIP OR POST?) ()CODE?
S7	53344	TOWN OR TOWNS OR TOWNSHIP? OR CITY OR CITIE?
S8	322556	INTERACT? OR AUTOMATED? OR (SELF OR AUTO) () (POST? OR DESIG- N? OR SELECT? OR UPDAT? OR PAY OR PAYS OR PAYED OR PAYING OR - PAYMENT?)
S9	52388	PERSONALIZ? OR PERSONALIS? OR INDIVIDUALIZ? OR INDIVIDUALI- S? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) () (MAKE? OR MADE? OR MAKING?) OR USER()SPECIFIC?
S10	569919	PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (3N)VISIT?
S11	12531	(INCOME? OR REVENUE? OR MONEY? OR CAPITAL? OR COMMISSION? - OR DOLLAR? OR FEE OR FEES OR PAYMENT?) (5N) (GENERAT? OR MAKING? OR MAKE? OR MADE? OR ENHANC? OR REFER? OR CREAT?)
S12	53863	DIRECTORY? OR DIRECTORIE? OR BANNER? () (AD OR ADS OR ADVERT? OR PROMOT?) OR MENU? OR CATAGOR?
S13	12274	COUPON? OR (CLASSIFIED? OR BUSINESS? OR WANT) () (AD OR ADS - OR ADVERT?) OR REALTY OR REALTOR? OR REAL()ESTATE? OR REAL()P- ROPERT?
S14	76579	(FEE OR FEES) (3N)SERVIC? OR TOPIC OR TOPICS OR TOPICAL?
S15	730738	ANALYS? OR ANALYZ? OR MONITOR? OR STATIST? OR KEEP()TRACK? OR ACCUMULAT?
S16	799725	ACCOUNT? OR TALLY? OR TALLIE? OR CALCULAT? OR TRACK? OR CO- LLECT?
S17	254530	IC=(G06F? OR G07B? OR G06G? OR H04L? OR G09G? OR G01S? OR - H04M?)
S18	20516	S1:S2(20N)S3:S4
S19	9748	S18 AND S1:S4(20N)S5:S7
S20	7653	S19 AND S1:S4(20N)S8:S10
S21	1854	S20 AND S8:S10(10N)S12:S14
S22	766	S21 AND S11
S23	1854	S21:S22
S24	851	S23 AND S15:S16(10N)S11:S14
S25	1183	S23 AND S8:S10(10N)S5:S7
S26	579	S24 AND S25
S27	479	S26 AND S17
S28	457	S27 AND S1:S2(10N)S3:S4
S29	432	S28 AND S1:S4(10N)S5:S7
S30	1191414	AD=2000:2005
S31	62	S29 NOT S30
S32	71	S27 NOT S30
S33	71	S31:S32
S34	71	IDPAT (sorted in duplicate/non-duplicate order)

? show files

File 348:EUROPEAN PATENTS 1978-2005/May W02

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File 349:PCT FULLTEXT 1979-2005/UB=20050512,UT=20050505

(c) 2005 WIPO/Univentio

?

Set	Items	Description
S1	157864	ONLINE OR ON()LINE OR INTERNET? OR WEBSITE? OR WEB()SITE? - OR WEBPAGE? OR WEB()PAGE? OR WEBHOST? OR WEB()HOST?
S2	24408	WORLD()WIDE()WEB OR HYPERLINK? OR HYPERTEXT? OR HYPER() (TE- XT? OR LINK?) OR ACTIVE()LINK?
S3	459533	BUSINESS? OR EBUSINESS? OR COMMERCE? OR ECOMMERCE? OR COMM- ERCIAL? OR MERCHANT?
S4	133829	SHOPPING? OR ADVERTIZ? OR ADVERTIS? OR MARKETPLAC? OR TRADE OR TRADING OR SHOPPER? OR ETAIL?
S5	524415	GEOGRAPH? OR LOCATION? OR COMMUNITY? OR COMMUNITIE? OR LOC- ALIZ? OR LOCALIS? OR LOCALIT?
S6	566431	DEMOGRAPH? OR REGION? OR VICUS OR VICINIT? OR ZIPCODE? OR - (ZIP OR POST?) ()CODE?
S7	53344	TOWN OR TOWNS OR TOWNSHIP? OR CITY OR CITIE?
S8	322556	INTERACT? OR AUTOMATED? OR (SELF OR AUTO) () (POST? OR DESIG- N? OR SELECT? OR UPDAT? OR PAY OR PAYS OR PAYED OR PAYING OR - PAYMENT?)
S9	52388	PERSONALIZ? OR PERSONALIS? OR INDIVIDUALIZ? OR INDIVIDUALI- S? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) () (MAKE? OR MADE? OR MAKING?) OR USER()SPECIFIC?
S10	569919	PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (3N)VISIT?
S11	12531	(INCOME? OR REVENUE? OR MONEY? OR CAPITAL? OR COMMISSION? - OR DOLLAR? OR FEE OR FEES OR PAYMENT?) (5N) (GENERAT? OR MAKING? OR MAKE? OR MADE? OR ENHANC? OR REFER? OR CREAT?)
S12	53863	DIRECTORY? OR DIRECTORIE? OR BANNER? () (AD OR ADS OR ADVERT? OR PROMOT?) OR MENU? OR CATAGOR?
S13	12274	COUPON? OR (CLASSIFIED? OR BUSINESS? OR WANT) () (AD OR ADS - OR ADVERT?) OR REALTY OR REALTOR? OR REAL()ESTATE? OR REAL()P- ROPERT?
S14	76579	(FEE OR FEES) (3N)SERVIC? OR TOPIC OR TOPICS OR TOPICAL?
S15	730738	ANALYS? OR ANALYZ? OR MONITOR? OR STATIST? OR KEEP()TRACK? OR ACCUMULAT?
S16	799725	ACCOUNT? OR TALLY? OR TALLIE? OR CALCULAT? OR TRACK? OR CO- LLECT?
S17	254530	IC=(G06F? OR G07B? OR G06G? OR H04L? OR G09G? OR G01S? OR - H04M?)
S18	20516	S1:S2(20N)S3:S4
S19	9748	S18 AND S1:S4(20N)S5:S7
S20	7653	S19 AND S1:S4(20N)S8:S10
S21	1854	S20 AND S8:S10(10N)S12:S14
S22	766	S21 AND S11
S23	1854	S21:S22
S24	851	S23 AND S15:S16(10N)S11:S14
S25	1183	S23 AND S8:S10(10N)S5:S7
S26	579	S24 AND S25
S27	479	S26 AND S17
S28	457	S27 AND S1:S2(10N)S3:S4
S29	432	S28 AND S1:S4(10N)S5:S7
S30	1191414	AD=2000:2005
S31	62	S29 NOT S30
S32	71	S27 NOT S30
S33	71	S31:S32
S34	71	IDPAT (sorted in duplicate/non-duplicate order)
S35	314	S23 NOT S30
S36	243	S35 NOT S33
S37	1	S36 AND (S1:S4 AND S5:S7)/TI
?		

*alternate
strategy*

34/3/10 (Item 10 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
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01091985

Method for characterizing and visualizing patterns of usage of a web site by network users

Verfahren zum Bestimmen und Sichtbarmachen von Mustern im Benutzergebrauch eines Web-Sites

Methode pour caracteriser et visualiser des motifs dans l'utilisation d'un site Web par des utilisateurs du reseau

PATENT ASSIGNEE:

LUCENT TECHNOLOGIES INC., (2143720), 600 Mountain Avenue, Murray Hill,
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PATENT (CC, No, Kind, Date): EP 959419 A2 991124 (Basic)

EP 959419 A3 030102

APPLICATION (CC, No, Date): EP 99303604 990510;

PRIORITY (CC, No, Date): US 82792 980521

DESIGNATED STATES: DE; ES; FR; GB; IT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/30 ; H04L-029/06

ABSTRACT WORD COUNT: 169

NOTE:

Figure number on first page: 1B

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9947	1015
SPEC A	(English)	9947	5481
Total word count - document A			6496
Total word count - document B			0
Total word count - documents A + B			6496

RELATED
DOCUMENTS
BENEATH

(generic -
web -
usage stat
collection)

Set	Items	Description
S1	868882	ONLINE OR ON()LINE OR INTERNET? OR WEBSITE? OR WEB()SITE? - OR WEBPAGE? OR WEB()PAGE? OR WEBHOST? OR WEB()HOST?
S2	87234	WORLD()WIDE()WEB OR HYPERLINK? OR HYPERTEXT? OR HYPER() (TE- XT? OR LINK?) OR ACTIVE()LINK?
S3	1933258	BUSINESS? OR EBUSINESS? OR COMMERCE? OR ECOMMERCE? OR COMM- ERCIAL? OR MERCHANT? OR RETAIL?
S4	706914	SHOPPING? OR ADVERTIZ? OR ADVERTIS? OR MARKETPLAC? OR TRADE OR TRADING OR SHOPPER? OR ETAIL?
S5	2784476	GEOGRAPH? OR LOCATION? OR COMMUNITY? OR COMMUNITIE? OR LOC- ALIZ? OR LOCALIS? OR LOCALIT?
S6	3830040	DEMOGRAPH? OR REGION? OR VICUS OR VICINIT? OR ZIPCODE? OR - (ZIP OR POST?) ()CODE?
S7	537071	TOWN OR TOWNS OR TOWNSHIP? OR CITY OR CITIE?
S8	4750073	INTERACT? OR AUTOMATED? OR AUTOMATIC? OR (SELF OR AUTO) () (- POST? OR DESIGN? OR SELECT? OR UPDAT? OR PAY OR PAYS OR PAYED OR PAYING OR PAYMENT?)
S9	121004	PERSONALIZ? OR PERSONALIS? OR INDIVIDUALIZ? OR INDIVIDUALI- S? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) () (MAKE? OR MADE? OR MAKING?) OR (USER? OR CONSUMER?) (2N)SPECIFIC?
S10	3878829	PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (3N)VISIT? OR (USER? OR CONSUMER?) (2N) (BEHAVIOR? OR BEHAVIOUR?)
S11	34364	(INCOME? OR REVENUE? OR MONEY? OR CAPITAL? OR COMMISSION? - OR DOLLAR? OR FEE OR FEES OR PAYMENT?) (5N) (GENERAT? OR MAKING? OR MAKE? OR MADE? OR ENHANC? OR REFER? OR CREAT?)
S12	78200	DIRECTORY? OR DIRECTORIE? OR BANNER? () (AD OR ADS OR ADVERT? OR PROMOT?) OR MENU? OR CATAGOR?
S13	127262	COUPON? OR (CLASSIFIED? OR BUSINESS? OR WANT) () (AD OR ADS - OR ADVERT?) OR REALTY OR REALTOR? OR REAL()ESTATE? OR REAL()P- ROPERT?
S14	428107	(FEE OR FEES) (3N)SERVIC? OR TOPIC OR TOPICS OR TOPICAL?
S15	14624006	ANALYS? OR ANALYZ? OR MONITOR? OR STATIST? OR KEEP()TRACK? OR ACCUMULAT?
S16	6608597	ACCOUNT? OR TALLY? OR TALLIE? OR CALCULAT? OR TRACK? OR CO- LLECT?
S17	12630	S1:S2 AND S3:S4 AND S5:S7
S18	2546	S17 AND S1:S2(5N)S3:S4 AND S1:S4(10N)S5:S7
S19	1103	S18 AND PY<2000
S20	308	S19 AND S8:S10
S21	5597	S17 AND PY<2000
S22	234	S21 AND S8:S10 AND S11:S14
S23	723	S21 AND S8:S10 AND S15:S16
S24	115	S22 AND S23
S25	146	S20 AND S22:S23
S26	237	S24:S25
S27	230	RD (unique items)
S28	143	S20 AND S27
S29	143	RD (unique items)

? show files

File 2:INSPEC 1969-2005/May W2
(c) 2005 Institution of Electrical Engineers

File 6:NTIS 1964-2005/May W2
(c) 2005 NTIS, Intl Cpyrght All Rights Res

File 8:Ei Compendex(R) 1970-2005/May W2
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File 35:Dissertation Abs Online 1861-2005/Apr
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File 62:SPIN(R) 1975-2005/Feb W4
(c) 2005 American Institute of Physics

File 65:Inside Conferences 1993-2005/May W3
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File 94:JICST-EPlus 1985-2005/Mar W4
(c)2005 Japan Science and Tech Corp(JST)
File 95:TEME-Technology & Management 1989-2005/Apr W2
(c) 2005 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Apr
(c) 2005 The HW Wilson Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2005/May 17
(c) 2005 The Gale Group
File 144:Pascal 1973-2005/May W2
(c) 2005 INIST/CNRS
File 256:TecInfoSource 82-2005/Mar
(c) 2005 Info.Sources Inc
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info

?

29/3,K/138 (Item 89 from file: 256)
DIALOG(R)File 256:TecInfoSource
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00115415 DOCUMENT TYPE: Review

PRODUCT NAMES: Content Server (741949); StoryServer 4 (643874)

TITLE: Autonomy with StoryServer 4 Provides Personalized Web Experience
AUTHOR: Staff
SOURCE: Information Today, v16 n3 p37(1) Mar 1999
ISSN: 8755-6286
HOMEPAGE: <http://www.infotoday.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20010930

TITLE: Autonomy with StoryServer 4 Provides Personalized Web Experience

...supports Vignette's StoryServer to allow companies to expeditiously gain the advantages of Vignette's **Internet** relationship management software in order to obtain, interest, and keep **online** customers. Content Server now automates categorization, tagging, and **hyperlinking** of large volumes of information. StoryServer 4 provides **online** companies with the tools they need to respond successfully to a visitor's needs by adapting a **Web site** presentation, navigation, and content. Based on the volume of information to be made available, performing the tasks **automated** by Content Server could be very task-intensive and time-consuming without the new features. Content Server also provides companies using StoryServer 4 with tools for **profiling site visitors** based on information read **online** by those visitors. An advanced pattern recognition technology **analyzes** ideas in content read by users, who are not categorized simply by uniform resource locators...

...each user's interests and becomes more accurate. Autonomy is a developer of software that **automatically** organizes larger, unstructured volumes of information to create individually relevant communications that assist intranets and **commercial World Wide Web sites** in meeting the needs of a dynamic user base.

DESCRIPTORS: **Advertising ; Demographics ; Indexing; Internet Marketing ; Intranets; Market Research**
1999

29/3,K/143 (Item 94 from file: 256)
DIALOG(R)File 256:TecInfoSource
(c) 2005 Info.Sources Inc. All rts. reserv.

00113369 DOCUMENT TYPE: Review

PRODUCT NAMES: iLux Suite 2000 5.02 (762776)

TITLE: iLux sheds light on commerce statistics
AUTHOR: Steiner, Jon
SOURCE: InfoWorld, v21 n2 p63(1) Jan 11, 1999.
ISSN: 0199-6649
HOMEPAGE: <http://www.infoworld.com>

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: B

REVISION DATE: 20020630

TITLE: iLux sheds light on commerce statistics

...Windows 3.1/95/98/NT, Macintosh, and Solaris from Portfolio Technologies is a great **World Wide Web site analysis** and **I-commerce** tool that can support 1,000 servers in five languages, though a confusing upgrade path...

...support keep this from getting a top ranking. Only one year ago, many corporate **I-commerce** applications were quite buggy. ILux has made great strides to become more stable and **customizable**, especially in the area of streamlining proactive marketing techniques. Log-**analysis** tools and **targeted** marketing services are also a welcome addition to this new version of ILux Enterprise, and the **automatic** DNS lookup service and current and **historical** data **analysis** tools also make for a solid platform from which to chart and **target** customer **demographics**. Current Portfolio Edge users, however, cannot upgrade directly to ILux Enterprise.

DESCRIPTORS: Apple Macintosh; **Demographics**; Foreign Language Packages; IBM PC & Compatibles; **Internet** Marketing; **Internet** Utilities; MacOS; Market Research; Network Administration; Network Software; Solaris; System **Monitoring**; Windows; Windows NT/2000

1999

Set	Items	Description
S1	12097160	ONLINE OR ON()LINE OR INTERNET? OR WEBSITE? OR WEB()SITE? - OR WEBPAGE? OR WEB()PAGE? OR WEBHOST? OR WEB()HOST?
S2	1360209	WORLD()WIDE()WEB OR HYPERLINK? OR HYPertext? OR HYPER() (TE- XT? OR LINK?) OR ACTIVE()LINK?
S3	190799	EBUSINESS? OR ECOMMERCE?
S4	38001379	BUSINESS
S5	190799	EBUSINESS? OR ECOMMERCE?
S6	7870110	COMMERCE? OR COMMERCIAL?
S7	5823252	MERCHANT? OR RETAIL?
S8	5428778	SHOPPING? OR ADVERTIZ? OR ADVERTIS?
S9	7549588	MARKETPLAC? OR TRADE OR TRADING OR SHOPPER? OR ETAIL?
S10	8212785	GEOGRAPH? OR LOCATION? OR COMMUNITY? OR COMMUNITIE? OR LOC- ALIZ? OR LOCALIS? OR LOCALIT?
S11	6605852	DEMOGRAPH? OR REGION? OR VICUS OR VICINIT? OR ZIPCODE? OR - (ZIP OR POST?) ()CODE?
S12	606899	S1:S2(10N)S4:S9 AND S1:S9(10N)S10:S11
S13	122365	S12 AND (PERSONALIZ? OR PERSONALIS? OR INDIVIDUALIZ? OR IN- DIVIDUALIS? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) ()- (MAKE? OR MADE? OR MAKING?) OR (USER? OR CONSUMER?) (2N)SPECIF- IC?)
S14	304113	S12 AND (PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (- 3N)VISIT? OR (USER? OR CONSUMER?) (2N) (BEHAVIOR? OR BEHAVIOUR?-))
S15	349492	S13:S14
S16	132963	S15 AND PY<2000
S17	4230	S16 AND S10:S11(5N) (PERSONALIZ? OR PERSONALIS? OR INDIVIDU- ALIZ? OR INDIVIDUALIS? OR CUSTOMIZ? OR CUSTOMIS? OR (TAILOR OR CUSTOM) () (MAKE? OR MADE? OR MAKING?) OR (USER? OR CONSUMER?) - (2N)SPECIFIC?)
S18	12972	S16 AND S10:S11(5N) (PROFIL? OR TARGET? OR USAGE? OR HISTOR? OR SITE? (3N)VISIT? OR (USER? OR CONSUMER?) (2N) (BEHAVIOR? OR - BEHAVIOUR?))
S19	16349	S17:S18
S20	2028	S19 AND (COUPON? OR (CLASSIFIED? OR BUSINESS? OR WANT) () (AD OR ADS OR ADVERT?) OR BANNER? () (AD OR ADS OR ADVERT? OR PROM- OT?))
S21	1485	S20 AND S1:S2(5N)S4:S9 AND S1:S9(5N)S10:S11
S22	2778	S19 AND (INCOME? OR REVENUE? OR MONEY? OR CAPITAL? OR COMM- SSION? OR DOLLAR? OR FEE OR FEES OR PAYMENT?) (5N) (GENERAT? OR MAKING? OR MAKE? OR MADE? OR ENHANC? OR REFER? OR CREAT?)
S23	369	S21 AND S22
S24	289	S23 AND (ANALYS? OR ANALYZ? OR MONITOR? OR STATIST? OR KEE- P()TRACK? OR ACCUMULAT? OR ACCOUNT? OR TALLY? OR TALLIE? OR C- ALCULAT? OR TRACK? OR COLLECT?)
S25	189	RD (unique items)
? show files		
File	9:Business & Industry(R)	Jul/1994-2005/May 17
	(c) 2005	The Gale Group
File	13:BAMP	2005/May W2
	(c) 2005	The Gale Group
File	15:ABI/Inform(R)	1971-2005/May 18
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	(c) 2005	The Gale Group
File	88:Gale Group Business A.R.T.S.	1976-2005/May 17
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File	98:General Sci Abs/Full-Text	1984-2004/Dec
	(c) 2005	The HW Wilson Co.
File	148:Gale Group Trade & Industry DB	1976-2005/May 18
	(c) 2005	The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
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File 239:Mathsci 1940-2005/Jun
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(c) 2005 ProQuest
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File 610:Business Wire 1999-2005/May 18
(c) 2005 Business Wire.
File 613:PR Newswire 1999-2005/May 18
(c) 2005 PR Newswire Association Inc
File 621:Gale Group New Prod.Annou.(R) 1985-2005/May 18
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File 634:San Jose Mercury Jun 1985-2005/May 16
(c) 2005 San Jose Mercury News
File 635:Business Dateline(R) 1985-2005/May 18
(c) 2005 ProQuest Info&Learning
File 636:Gale Group Newsletter DB(TM) 1987-2005/May 18
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File 647:CMP Computer Fulltext 1988-2005/May W1
(c) 2005 CMP Media, LLC
File 674:Computer News Fulltext 1989-2005/May W3
(c) 2005 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2005/May 17
(c) 2005 The Dialog Corp.
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

?

25/3,K/6 (Item 6 from file: 9)
DIALOG(R) File 9:Business & Industry(R)
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01805559 Supplier Number: 24582031 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Web Data -- Tapping The Pipeline -- Web Sites Can Offer A Wealth Of
Customer Data; Smart Companies Are Mining, Analyzing , And Acting On It
For Competitive Advantage**
(New challenge for Web sites is to get them to generate sales, provide
customer service and provide information gathering capability)
Information Week, p 38
March 15, 1999
DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2602

(USE FORMAT 7 OR 9 FOR FULLTEXT)
...**The Pipeline -- Web Sites Can Offer A Wealth Of Customer Data; Smart
Companies Are Mining, Analyzing , And Acting On It For Competitive
Advantage**

ABSTRACT:

The initial wave of Web development, in which most organizations set up **Web sites** and customers became acclimated to transacting **business online** , is over. Now, the challenge is to get the **Web sites** to generate sales, provide customer service and provide information gathering capability. Among popular sites, Barnesandnoble...

...focus for information gathering about groups, not individuals. Among products being developed to help companies **track** customer behavior, Acer America Corp (San Jose, CA) is developing tools that **track** online **consumer behavior** inside its Web site's firewall. The company would use the data to try to...

...in an effort with Open Market Inc, its commerce server vendor, to develop enhanced data **collection** and **analysis** tools for the latter's Transact server and LiveCommerce electronic-catalog products. Among the companies...

TEXT:

By: Clinton Wilder

The first wave of Web development is over. Virtually all organizations have **Web sites** , and most of their customers are comfortable doing **business online** . Now comes the hard part-turning those **Web sites** into a channel for sales, customer service, and information gathering. That means making sense of...

...s the ever-present privacy issue. Most companies insist that they use Web data to **analyze** behavior by groups, not individuals. Products to help collate and categorize Web data are immature...

...traffic to really focusing on return on investment, that makes a whole different kind of **tracking** and data mining necessary," says Pyramith Liu, director of sales/company stores for PC maker Acer America Corp. in San Jose, Calif. Acer is building tools that will **track** online customer behavior inside its Web site's firewall. That data will help the company understand, for example, what a customer does after buying a product, rather than just which **banner ad** the customer clicked on or which link he or she followed to the site, says...

...is also working with Open Market Inc., its commerce server vendor, to develop better data **collection** and **analysis** tools for Open Market's Transact server and LiveCommerce electronic-catalog products. Open Market has just finished defining requirements and is starting the development process for a data **collection** and management module for those products, with delivery planned for the third quarter.

"Log-file **analysis** is not the answer," says Paul Baier, director of enterprise marketing at Open Market. Instead...
...key is getting the data out in a nontechnical format," Baier says.

Another key, say **analysts**, is focus. "The companies doing this effectively don't **collect** all that much information," says Steven Johnson, co-director of the E-commerce program at Andersen Consulting. "It's not so much **collecting** it, but choosing to act in response to it."

Milacron launched its **business -to- business Web site** two months ago to sell its machine tools **online**. The Cincinnati company is **analyzing** the online technical help its customers seek in a section called The Wizard, and routing...

...divides the Web data it captures into "digital" and "analog." Digital refers to Web-site **usage statistics**; the company uses Accrue Software Inc.'s Accrue Insight to capture navigational data, such as how many clicks it takes a **user** to reach **specific** areas of the site. Based on that data, National Semiconductor reduced the average number of...

...Gibson.

Analog information consists of customer E-mail messages, and National Semiconductor employs technology to **analyze** those, too. The company wrote Lotus Notes-based automatic filtering programs that take E-mail...

...from three devices generating less than \$10 million in annual sales to some 25 products **generating** more than \$100 million in **revenue**. The chipmaker also used Web data to support the decision to phase out some 3...

...selling chips from its product line of 8,000 devices.

Third-Party Help

Partly because **analyzing** Web data is so difficult, some companies use a third-party service to **collect** the data and help put it to marketing and business use. The New York Times...

...advertisers-what ads they see and click on. The company also matches that data with **demographic** data that helps **advertisers** understand, say, the predisposition of a 20-year-old male in New York's Westchester...

...goes further: It hands the data over to IBM, which performs an even more detailed **analysis** to understand patterns of behavior in how people respond to advertisements. Using data-segmentation models, the approach can reveal patterns in the behavior of Web- site **visitors** that might otherwise go unnoticed. The system might find, for example, that readers who buy...

...ads," says Peter Lenz, research director for New York Times Electronic Media.

The Times' own **analysis** can predict Web- site **visitor** behavior with

50% to 70% accuracy, Lenz says. Using IBM's models, that behavior prediction...

...addition to the SurfAid Analytics tools and services, IBM intends to offer commercial products for **collecting** and **analyzing** Web data, such as WebSphere Site **Analyzer**, an extension of IBM's WebSphere application server line, expected in the second quarter.

John...

...months Web-site managers have come to realize how much they stand to gain by **collecting** and **analyzing** Web data, and incorporating it with information from other sources. "They're really starting to...

...need to go beyond hits and page views," Payne says. "They need to look at **specific user behavior** or the behavior of groups of users. You can really make some decisions about how...

...Being able to see the immediate effect of pricing is invaluable."

Dell's Web data **collection** efforts go beyond measuring pricing effects. "What I'm really trying to do is identify...

...on execution. They take a small amount of data and execute in response." For example, **online** data helped Dell determine that its **business** customers had little interest in the original network computer concept. Dell combined traditional telephone feedback with E-mail messages and **analysis** of Web **user behavior**, such as configuring and pricing models online. That **analysis** identified the tendency of online browsers and buyers to focus mostly on powerful high-end...

...been conservative in its approach to the NC-a smart move, at least so far.

Retailers selling on the Web see a world of difference in **online data collection** as compared with their physical-world stores. Barnesandnoble.com, for example, added software products such...
...the online world, you can watch your traffic patterns."

Barnesandnoble.com uses Accrue's traffic- **analysis** software in connection with Red Brick Systems Inc.'s data warehouse tools. The company is also considering GroupLens from Net Perceptions Inc., software that recommends products based on purchase **histories** of users with similar tastes. But "all these tools are in various states of suitability...

...tempting to see a spike and rearrange the whole offering."

CDnow Inc.'s capture and **analysis** of online buying patterns helped it achieve fourth-quarter results in which 56% of sales...

...Oracle databases. One database logs the pages users view each time they visit, another keeps **track** of purchase **history** and shipping information, and a third catalogs preference information gathered by GroupLens from Net Perceptions...

...the other three databases in a data warehouse.

CDnow mines the data warehouse using data- **analysis** software from Brio Technology Inc. Among other insights, the Brio software shows how many customers...

...niche of Web intermediaries sees a potentially lucrative business opportunity from Web data capture and **analysis**. Instill Corp. in Palo Alto, Calif., which links buyers and sellers in the food-service...

...database, Advantage helps restaurant and hotel chains identify patterns in food purchasing that they can **analyze** for cost savings. This year, Instill expects revenue from Advantage to equal revenue from its initial **business** of facilitating **online** transactions.

Online Information Exchange

A **business** plan for a data product offering is tops on the priority list for Chrome Data...

...of information gathered through Web sites. One database consists of anonymous data about users' computers, **collected** as **visitors** click through **sites**, click on ads, ask for a brochure, or purchase goods. This research and **analysis** database currently **collects** data on 160 million Web page impressions every day—a number that Jack Garzella, director...
...E-mail campaigns. This 500-Gbyte database is used to build more than 57 million **demographic profiles** that MatchLogic clients use for **advertising** campaigns that **target**, for example, groups with a specific combination of age, geography, and income.

MatchLogic builds custom models for its clients for **targeted** ad campaigns for lead generation, customer retention, and other marketing chores. "We have the largest **profile** database that we're aware of," Garzella says.

MatchLogic uses Oracle8.0.5 to store...

...Software's DataStage extraction, transformation, and loading tool to process and direct the data from **collection** points to the databases. MatchLogic uses **analysis** software from SAS Institute Inc., Oracle Discoverer for ad hoc queries, and an internally developed...

25/3,K/8 (Item 8 from file: 9)
DIALOG(R) File 9:Business & Industry(R)
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01596668 Supplier Number: 24314543 (USE FORMAT 7 OR 9 FOR FULLTEXT)
CHAMELEON MARKETING - YAHOO! FINANCE TRIES TO FOCUS
(Yahoo! UK looks to focus on creating relevant services to users in the UK
and Ireland that in turn create focused vertical markets of interest)
Virtual Finance Report, n 7, p 8-9
July 01, 1998
DOCUMENT TYPE: Newsletter (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1854

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:

...indices, exchange rates, the latest business news from the Press
Association and Reuters and company **profiles** and details of senior
executives from Hemmington Scott. There is also a link to the...

...1998 Yahoo! acquired Viaweb, a company providing software and reporting
tools for building and operating **online commerce web sites**. It
enables small and medium-sized businesses to cost effectively build,
promote and operate online storefronts on a site managed by Yahoo!. This
acquisition will enable Yahoo! to **generate revenue** returns by renting
out space in its Yahoo! Store. According to Ralph Averbuch, Senior Producer
for the United Kingdom and Ireland at Yahoo! UK, total **online**
advertising spend in the UK will only be UKPd18 mil in 1998.

...

TEXT:

...Averbuch, Senior Producer for the United Kingdom and Ireland at Yahoo!
UK.

'Yahoo! Finance delivers **targeted** messages from advertisers to a
targeted audience, which enables us to deliver more services to our
customers online.'

Headquartered in Santa Clara, California, Yahoo! (NASDAQ: YHOO) is a
global **internet** media company that offers a **geographically** spread
network of branded web programming. The original site
(<http://www.yahoo.com>) was one of the first **commercial online**
navigational guides to the web and has become one of the largest search
sites in terms of traffic, **advertising**, household and **business** user
reach. Yahoo! provides **targeted internet** resources and communications
services for a broad range of audiences, based on demographic, key-subject
...
...a separate culture.'

Averbuch illustrates the importance of making sites relevant with the
example of **online** banking. If somebody wants **online** banking services
that are **advertised** on the site, there must be a link to a local bank, so
they can easily open an **account** and are fully protected by their own
national legislation. Geographically local sites allow Yahoo! to...

...advertisers who fund it.

The core Yahoo! web navigation and search service recognises that large
communities of interest have emerged on the **internet** that need a

classified hierarchy of subjects that can be navigated and searched using meaningful...

...own finances. Other research in the United Kingdom showed that web users had a similar **profile** to the US.

Its most recent study in the United Kingdom, carried out jointly with...

...we can deliver their messages to a relevant audience more effectively in terms of both **target** and focus than other media,' says Averbuch. 'It is a chameleon-like service, so we...

...we charge more than others in this same medium. We have a variety of tools **targeted** at different domains, so we can deliver a more powerful solution.'

Yahoo! Finance (<http://finance...>

...indices, exchange rates, the latest business news from the Press Association and Reuters and company **profiles** and details of senior executives from Hemmington Scott. There is also a link to the...

...resist the temptation to add more services,' he says. 'As we have such a high **profile**, we get many opportunities and it is hard to turn away the vast majority of...

...1998 Yahoo! acquired Viaweb, a company providing software and reporting tools for building and operating **online commerce web sites**. It enables small and medium-sized businesses to cost effectively build, promote and operate online storefronts on a site managed by Yahoo!

This acquisition will enable Yahoo! to **generate revenue** returns by renting out space in its Yahoo! Store. 'We can deliver large audiences to ...

...users, so we use an Oracle relational database to store the user information required for **personalised** services, such as pagers, electronic mail, My Yahoo! and **classified advertisements**, although the latter are not yet available in Europe.'

All Yahoo!'s marketing and auditing...

...the performance of their campaign at any time during the day or night. They can **track** the effectiveness of each piece of creative material and change it immediately. There are plans...

...and the day of the week, such as a weekend.

It is even possible to **target demographic** groups, based on the information in the My Yahoo! database. As well as **demographic** data, this contains a 'psychographic' **profile** of their interests and lifestyle choices. The database even knows where users are located by which regional weather forecasts they choose. 'These detailed **profiles** are very powerful for **targeting** messages,' says Averbuch. 'However, we won't release details from the database to anyone outside Yahoo!'

Clearly the acid test of how successful a site has become is whether it **makes money**. In fact, Yahoo! claims to be the only search service that makes a consistent profit...

...been profitable in each of the last five quarters.

'We have been meeting our revenue **targets** for the United Kingdom, which shows that our expectations of the way the market would develop are not far off the mark,' says Averbuch. 'Total **online advertising** spend in the United Kingdom will only be 18 million pounds in 1998. This is...

...radio, which is 500 million pounds, yet only represents 5 per cent of the total **advertising** spend. **Online advertising** is still at the nascent stage, but we are expecting to see an exponential growth in the **internet** as a vehicle for marketing and **advertising**.'

Averbuch admits that Yahoo! expected to be in investment mode in Europe for some time...

...haven't yet pushed marketing beyond a handful of advertisers, but we are confident that **advertising** revenue will expand with the growth of direct **online** investment by private investors and online banking.'

The people currently online have higher than average...

...the next six months will have high incomes. However, the company recognises that its user **profile** will move towards the national average over time.

'Our core service will always be the...

25/3,K/12 (Item 12 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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00990746 Supplier Number: 23507207 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Consumer Demand for Web Advertising

(Advertising revenue from the World Wide Web was \$43mil by the end of 1995 and is expected to reach over \$80mil this year)

InterActive Consumers, v 3, n 5, p 1+

May 1996

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2691

(USE FORMAT 7 OR 9 FOR FULLTEXT)

(Advertising revenue from the World Wide Web was \$43mil by the end of 1995 and is expected to reach over \$80mil this...
)

ABSTRACT:

Advertising revenue from the **World Wide Web** was \$43 mil by the end of 1995 and is expected to reach over \$80 mil this year. **Analysts** expect the **World Wide Web** to generate more than \$2 bil in **advertising** revenue by the year 2000. Companies will be spending 10-20% of their total marketing...

...comprise 31% of all adult Internet users. Users ages 30-49 make up 53% of **Internet** users. The article discusses **advertising** on the **Internet** and user **statistics** for the **Internet** in more detail. The article has a graph showing the retrieval of product information on the Internet by user type. Also, graphs shows how users learn about **Internet** sites, **targetable Internet demographic** segments and interest in personal product information.

...

TEXT:

Segmentation, Brand Extension are the Name of the Game

During the past 18 months, **Internet advertising** has evolved from the question "should **advertising** be allowed on the web" to "how big will the Web advertising market become?" Still...

...that the vast majority of adult users in 1995 had seen fewer than 100 Web **sites** where they **visited** more than the initial home page of the site. Only "aggregator sites", such as search...

...ranging into the millions of "eyeballs." Even then, focus groups suggested that brand recall of **banner ads** and brand icons was very minimal.

...to a product purchase. Moreover, the numbers rise if the user is predominantly a personal **online** user, as opposed to a predominantly **business** user. And the numbers rise especially if the user goes **online** via ISPs or a **commercial online** service, as opposed to via **business** or academic servers.

This data argues convincingly that the Web is already a useful source...

...likely to reach 6 million adults by year-end 1996. Yet it is clear that

online advertising faces at least two big challenges: initially capturing users' attention, and driving users towards an...

...Internet

The majority of 'personal' users have looked for product information.

(percent of U.S. **Internet** users have retrieved product information)

All Adult Users	47%
Predominantly Business Users	45%
Predominantly Personal Users	51%
Access Net via ISP	56%

Access Net via Online...

...with InfoSeek reporting monthly ad revenue in January of \$1.2 million (from some 77 **advertisers**), up from \$675,000 in December! More recently. C/net **Online**, the fast-rising provider of PC related news and information, reported sales were running over \$500,000 per month.

Overall, the Web is on a pace to **generate** over \$80 million in advertising **revenues** this year. By the year 2000, some **analysts** envision an Internet ad market that balloons past \$2 billion. At that time aggressive companies...

...according to Net pundits.

Most of these projections are based on the idea that Web **advertising** will largely consist of sponsorship "banners" linked to **websites** operated by the **advertiser**. But Web **advertising** is in fact more complex than this, suggesting that the total investment in reaching prospects and customers **online** will far exceed any simple **advertising** revenue estimate based on banner, icon or space ads. At its most developed, Web advertising...

...per year, advertisers must first see Proof positive that the Web reaches larger numbers of **targetable** customers effectively.
Bringing Traffic to an Advertiser's Site

Virtually all Web users are presumed...

...links to reach new sites from time to time. Given the fuzzy line between many **commercial** and other **online** destinations, it is difficult to establish meaningful random telephone survey data on just how many users overall hotlink from banners to **advertiser** sponsored sites. However, the American **Internet** User Survey did score other sources used to find **online** information/ **locations**.

How Users Learn About **Internet** Sites

Other media complement **online** searching.
(percent of adult U.S. users)

	All Web Users	Online Buyers
Print Articles	68...	

...is to provide them with lots of subjects that they are interested in," he says.

Banner Advertising

Focusing more on **online** links, **banner ads** face the tough task of capturing Web surfers' attention. Surfers are notorious for their short...

...look at something, they simply don't click on it.

So far, evidence indicates that **banner ads** perform at the level of good business-to-business direct mail. According to Mitch York...

...2% response. On the web, there are many other variables that must be taken into **account**. First, an ad may be highly **targeted** to very few people or it may be **targeted** at many. Second, one person may see the ad more than once if they keep...

...in the form of a recipe. That's a perfect fit."

The subliminal message to **advertisers** here is very important. When talking about **advertising** on the **Internet**, it is essential to talk about user segments because the Internet is the ultimate I:I marketing medium. A banner, icon or embedded editorial reference located on a well-**targeted** site is almost certain to be worth more than one placed on a general aggregator...

...Segments that Look for Product Information

There are lots of useful ways to segment the **Internet**, ranging from the type of **usage** (**business** vs. academic vs. personal) to the type of access used. A more basic approach common to conventional **advertising** is to segment the **Internet** by user gender and age. (Income is less directly useful because, apart from students, Internet...

...53% of users between 35 and 54.)

Reviewing the online activities and preferences of these **target** segments reveals distinct differences in product interests -- and the implied **targetability** of selected products at selected segments. As expected, younger users and men are the most widely **targetable** for all types of products. But women are distinctly more interested in certain things, such
...

...Internet.

Brand Extension is the Name of the Game

As with any medium, identifying and **targeting** user demo/psychographics that match your brand is the key to success. This is especially...

...far from universal and the medium itself is still relatively one-dimensional.

The early adopter **demographics** of **Internet** users remain sharply limited compared to most broadcast media, and resemble special interest magazines or...

...college students, also make up a relatively strongly defined user segment that makes sense to **target** heavily **online**.

Advertisers on GolfWeb, for instance, hit the core **Internet** **demographic** segment right down the middle. This service for the golf obsessed currently gets 300,000...

...sites and investment/insurance-related sites also fit very well to today's Web user **profile**. Book and music promotions also match well.

The current emphasis on Web users as a...

...highest preference for ads were, in order, for magazines and

publications, entertainment, travel, automotive and **shopping** information.)

Targetable Internet Demographic Segments

Men remain most **targetable**, but younger users are less likely to buy online.

(percent of U.S. adult Internet...

...coverage of Oracle, et al, and the saga of the Internet appliance.)

More and more **websites** are experimenting with Java, which enables **advertisers** to enhance content and graphics with greater animation capabilities and mobility. For instance, Javabased ads...

...onus from aggregator sites to attract user clicks. In a sense, offline services make the **Internet** begin to resemble broadcast media.

"From an **advertiser**'s point of view, it's too bad that you have to cram as much...

...100,000 desktops the Friday morning before the Big Game."

A Bright Outlook for Net **Advertising**

The fact that an **Internet advertiser** must rely on an "offline" service to provide TV-like capabilities highlights the shortcoming of...

...of their designers.

Technological developments should also lead to greater abilities to provide information and **analysis** about the effectiveness of **Internet advertising**, the **demographic profiles** of users, and the ability to frequently modify and more closely tailor messages to specifically **targeted** individuals. "Behavior directed advertising" is definitely on the horizon.

As Orb Communications' President Andrew Pakula...

25/3,K/36 (Item 9 from file: 15)
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01781287 04-32278

Reading the reader's mind

Stone, Martha L

Editor & Publisher Mediainfo.com Supplement PP: 14-19 Feb 1999

ISSN: 0013-094X JRNL CODE: EDP

WORD COUNT: 2895

...DESCRIPTORS: **Online advertising** ;

ABSTRACT: Some **online** newspapers are taking steps to **collect demographic** and preference information and using it to develop **target** news and **advertising** . A number of **Web sites** are beginning to merge their companies' print circulation databases with outside resources to enable complex **personalization** . Other news sites are starting to build user databases from scratch. More commonly, online newspapers are installing **profiling** software. These programs perform ad **targeting** in an anonymous environment with the help of cookies. By gathering data on users and building **profiles** on their preferences, news **Web sites** can offer rich profiles of users to **advertisers** , who in turn can **target** customers by **online advertisement** or e-mail. Meanwhile, users will gain benefits by getting product suggestions that fit their...
TEXT: It's a publisher's dream: to know exactly what each individual reader wants, so **personalized** news and advertising can be delivered- compelling readers to come back time and again. It's also a reality, as some **online** newspapers are taking steps to **collect demographic** and preference information about readers and using it to deliver **targeted** news and **advertising** . While **online** newspapers are looking for an efficient and profitable way to present advertisements on their sites, advertisers are willing to pay top dollar to **target** ads to qualified customers.

"Advertisers don't just want eyeballs; they want audiences," says Dave...

...global news site advertising network based in New York's Silicon Alley. In other words, **advertisers** want to know who's seeing their **online** ads. Do most members of the audience make over \$50,000 a year? Are they...

...companies' print circulation databases with outside records (like driver's license archives) to enable complex **personalization** . Other news sites are starting to build user databases from scratch - with contests and other interactive features that require user registration. More commonly, online newspapers are installing **profiling** software like that from NetPerceptions of Eden Prairie, Minn., and BroadVision of Redwood City, Calif. These programs perform ad **targeting** in an anonymous environment with the help of cookies.

"The whole concept of **personalization** is new to newspapers, but fairly standard for retailing," says Vin Crosbie, president of Digital Deliverance, a Greenwich, Conn.-based interactive media consulting firm. "Online you can do this **personalization** on a massive scale-equivalent of 'my daily newspaper.' There would be more of this..."

...ago you had to standardize services and products for a customer, now you have to **customize** . We have the ability to **keep track** of individual customers, and they have the ability to interact with us. It's the...

...she is interested in, and over time, continue to ask preference

questions to build a **profile** on each individual customer. Success is achieved when customers find the **personalized** product indispensable.

For example, five times as many users return to My Excite (a **personalized** news page) than those Excite users without a **personalized** page, Rogers says. My Excite, My Yahoo! and other **customized** online news pages allow users to request favorite sports team scores, stock prices, and the...

...news updates on almost any subject they specify. The "learning relationship" Rogers suggests can involve **collecting** information about news site readers through a registration or subscription process, contest, survey, quick poll...

...TRW. Then it is up to the publishing company to decide how to use the **collected** data to **customize** advertisements and content. A major concern is protecting the privacy of valued readers (see "Balancing...

...about readers for marketing purposes, Rogers doesn't see a problem. "Why can't my **customized** news service remind me my mother's birthday is coming up and how to find the perfect gift from one of the many good advertisers they have, based on her **profile** in the memory bank?" she asks. Rogers warns that newspaper publishers must embrace the new...

...remain order-takers in a world where others are willing to [leverage its information] and **customize** for their readers," she says. "If publishing won't do it, somebody else will."

Building User Profiles

The concept of one-to-one **profiling** has been implemented on a massive scale by Amazon.com and the Firefly Network. Both...
...from a group of like-minded people. Mega-book and music-seller Amazon has meticulously **collected** and databased its customers' demographics and buying habits- parlaying that into buying suggestions for other...

...ordered Emeril's TV Dinners and also often purchase reggae music.

Meanwhile, Firefly, an entertainment **profiling** and suggestion site, presents users with a list of movies and then asks them to rate the movies on a scale of 0 to 7. With that information- and **profiles** on users for other entertainment Firefly recommends movies that would be enjoyable to that user. Regular retailing will hinge on each retailer's ability to **analyze** each customers individual preferences and offer them products and services tailored to them.

You don...

...be a bookseller to benefit from this technology. By gathering data on users and building **profiles** on their book, music, and other preferences, news **Web sites** can offer rich profiles of users to **advertisers**, who in turn can **target** customers by **online advertisements** or e-mail. Meanwhile, users will gain benefit by getting book and entertainment suggestions that...
...online gold mine.

The New York Times on the Web is parlaying the wealth of **demographics** on its 6 million-plus registered users to sell **targeted advertisements** to its readership. So valuable is the ability to **target** specific groups of the Times' upscale readership that advertisers are willing to pay 10 times
...

...81,000. Seventy percent of the registrants are willing to receive marketing e-mail. The **advertisers** can **target** readers broadly by **ZIP code**, gender, age and income, or specifically by a combination of those and other attributes. Some advertising **targets** could be male golfers over 65, or female college graduates over 35 with no children and a penchant for travel. Advertising doesn't get much more **targeted** than that.

Advertisers also can combine information about **targeted** Times Web users with information from other databases to develop even richer **profiles**. Hypothetically, a group of 100,000 female potential **targets** for a diet program could be narrowed to a more defined advertising **target** by cross-databasing names with driver license records of those same women with certain heights and weights. As the **targeted** women **visit** the **site**, the diet ads would be automatically served to their browsers. The diet center advertiser specifies...

...com, a database of thousands of sources that charges users by the article, ran a **targeted banner ad** campaign with the Times online for 21 days, serving 86,000 ads. The Times also...

...online in exchange for an email address, name, and home address.

While not every media **site** can register **visitors** like the New York Times, individual news sites are able to take advantage of power in numbers. Real Media, the news site **advertising** network based in New York, can target news **Web site visitors** by habits, **profiles**, age, gender, income, occupation, country, state, **ZIP code**, browser type, and more. Real Media's Open AdStream **advertising** management system, which serves 3.5 billion ads globally per month to hundreds of online newspapers, uses cookies to **track** users, and can work with outside demographic and registration databases to place ads. Real Media also can **target advertisements geographically** by placing ads on one or all of the affiliates. Most advertisers choose the top...

...on ESPN (SportsZone) and SportsLine, but they can get a more passionate audience if they **target** NFL sections with the nation's online newspapers." That's because many newspapers have developed...has no plans to drop a good thing, Stanley says. He reports the site has **accumulated** 250,000 registrations, with two-thirds of that group regular users. "(**Targeting**) is the future," he says. "We should have been doing it from day one."

Starting this quarter, the **profiles** will be used to send out **targeted** e-mails to ask users to sign up for **customized** content. Later this year, the Chronicle hopes to launch **targeted** advertising campaigns. Houston **advertisers** are looking for four categories when **targeting** ads: **location**, age, gender, and income. Those are the four categories the registration process covers for the...

...its insistence on registering users, but Stanley defends the practice. He calls the free-content **business** model inherently wrong. "The whole (**Internet**) thing is a disaster in terms of where the **money** is **made**," he says. "Free is nice, but sooner or later, you realize, what is the point..."

...none of them are tied together, says editor Steve Yelvington. "I think user registration, content **personalization** and ad **targeting** will be major issues in the next few years," he says. But the site is...

...pains to consider its customers' privacy rights before unifying the databases and using them to **personalize** content and advertising. "It's not only a huge project in a technical sense (to...

...to earn it."

That said, the site will soon install NetPerceptions software that performs ad **targeting** in an anonymous environment. "Ad **targeting** software is important to me as an editor because it helps insulate me from commercial pressures," says Yelvington, who explains that without ad **targeting** software, the only way to "**target**" is the old-fashioned way on the basis of consumer interest by associating ads with...

...books in the book review section.

In a quest to break new ground on developing **targetable** databases for newspapers, Denver-based Applied Segmentation Technology, or ASTech, worked with The Sacramento Bee...

...200 registrants in the Sacramento area.

The data from the three sources were combined and **analyzed** to discover that the registrants skewed younger (mostly in the 25 to 34 age bracket...

...officer at ASTech. "There is an opportunity to direct market to people who come to **Web sites**, and **advertisers** would love to reach these people," Matsumoto says. "Newspapers should look at this to generate...

...addition to contests, Matsumoto says there is a real potential to gather names on news **Web sites** in other ways, such as during **commercial** transactions, like paying for **classified advertisements**, or subscribing to the print newspaper **online**. "The Web user is a very qualified **target**. Most paper CPMs are based on the **profile** of a print subscriber. Web users have a higher **demographic profile**, and skew younger. They are a **target** that newspapers don't reach very well."

Armed with **statistics** about its Web and print users, SacBee.com marketers are selling **advertisers** a combination package for **advertisements**: reach one **demographic** with print and reach a younger and more upscale **demographic** with **online** ads. And achieve frequency while reaching those who read both print and online versions, says...

...continue to broaden our audience," Kunken says.

Crosbie says that any news service that offers **individualizable** content will win against any other service that doesn't, even if both have an equal wealth of content. "You can't offer **individualizable** content without knowing what each individual wants," he explains. "And you can't do that...

...sending information to consumers who aren't interested. These promises can't bear fruit without **personalization**."

(Photograph Omitted)

Captioned as: HoustonChronicle.com is one of the few online newspapers in the...

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01429774 00-80761

Show me the (cyber) money!

Mosley-Matchett, J D
Marketing News v31n12 PP: 18 Jun 9, 1997
ISSN: 0025-3790 JRNL CODE: MNW
WORD COUNT: 933

ABSTRACT: Mostly, Internet- **generated revenue** comes from direct sales and sponsorships. By the end of 2000, the Internet ad market...
...TEXT: series. Part two will report on some of the latest technology designed to make the **Internet commercially viable.**)

For decades, the **Internet** was a **commerce** -free zone. From its 1960-era ARPAnet inception until the 1991 U.S. High Performance Computing Act, the **Internet** was closed to **commercial** activity.

However, the lure of profits has driven marketers to divine an assortment of ways to **make money** through sales and advertising. Some of these methods are totally interactive, such as pay-per-view subscriptions and ad-viewing incentive programs. But mostly, Internet- **generated revenue** comes from direct sales and sponsorships. Currently, the most popular, and lucrative, form of sponsorship is **banner advertising** on popular **Web sites**.

The first **banner ad** appeared in October 1994 on the HotWired Web site. It ran for 12 weeks and cost \$30,000. Last year more than 900 Web sites sported **banner ads** that **generated** \$300 million worth of **income**. Jupiter Communications (www.jup.com) predicts that 1997's revenue from **banner ads** will surpass \$1 billion. By the end of 2000, the **Internet** ad market is expected to reach \$5 billion.

The **Internet Advertising Bureau** (www.edelman.com/IAB/banner.html) is proposing standards for **banner ads** to reduce confusion and inefficiency in the sale of virtual ad space. The proposal provides...

...and advertisers turn to the Web to reach high-income, technologically savvy consumers. In particular, **targeted** ad exposure and **accountability** issues lead the concerns of companies considering the **Internet** as an alternative ad vehicle.

Many **advertisers** express frustration regarding the pricing policies for **banner ads**. The standard cost-perthousand (CPM) pricing model that is used to sell space in traditional media doesn't leverage the **targeting** possibilities offered in the interactive domain.

In a poll of 52 **on - line advertisers**, Forrester Research

(www.forrester.com) determined that 29% preferred rates based on clickthrough, 23 % wanted...

...buyer, 15% favored CPM, and 33 % fancied a hybrid of these methods. In other words, **Internet advertisers** are no longer willing to settle for simple exposure. They want to see verifiable results. Advertisers also are demanding third-party auditing of the access **statistics** generated by content sites that are seeking sponsors. Rather than blindly trusting the data on...

...companies are turning to auditors who can verify such information as page-download rates and **site - visitors ' demographics** to ensure that their ads are reaching specific **target** markets at an acceptable frequency.

For example, ABVS Interactive (www.accessabvs.com/webaudit/) is a...

...verification of Web site activity. However, ABVS Interactive audits only the number of times a **Web page** is viewed and the number of click-throughs each **advertiser** obtains.

Other companies, such as PCMeter LP (www.pcmeter.com) and RelevantKnowledge (www.RelevantKnowledge.com), use panels of computer users to **track** Internet site performance and evaluate Web activity similar to the way ACNielsen **monitors** TV audiences.

Interestingly, it's not only the advertisers who find **banner ads** perplexing. A major complaint from content providers is that when individuals click on the banners, they are transferred to the **advertiser 's Web site**, a process called "click-through," and may never return to original site.

Frame-based Web...

...frames impose.

Forrester Research predicts that advertising networks will overcome much of the criticism that **banner ads** have generated. Networks such as DoubleClick (www.doubleclick.net) and Softbank Interactive Marketing (www.simweb.com) comprise multiple **Web sites** that can deliver a much larger mass audience to potential **advertisers** than any single site could muster. More important, media buyers don't have to strike a deal with each of hundreds of **Web sites**. They can count on the network to coordinate the **advertising** effort among member sites.

These networks also allow advertisers to control ad frequency by limiting the number of ad exposures each **Web site visitor** receives while surfing among member sites. The networks also can match ads to the specific content of **Web pages** and to the typical **demographics** of visitors that request the pages. **Advertisers** can even specify that their ads be displayed only at certain times, or that they...

...to visitors from certain Internet service providers who use particular operating systems.

To provide such **targeting** services, the Flycast network (www-w.flycast.com) uses browser cookies to **track** which ads each individual has already seen on any of its networked Web sites. Flycast also searches the **Internet** for available ad space, matches appropriate sites with interested **advertisers**, and posts ads on those sites in real time.

Furthermore, networks offer additional benefits to...

...agency contacts, the networks free content providers to concentrate on developing quality information rather than **shopping** for sponsors to **generate revenue**. Networks also free **Web sites** from timeconsuming **advertising** maintenance duties by providing automated ad posting capabilities, traffic auditing technology, and ad development and production services.

Admittedly, the popularity of **banner advertising** primarily is a result of the banner's similarity to print ads. However, new profit...

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01274582 99-23978

Interactive ad firms grow on the Web

Anonymous

Upside v8n9 PP: 50 Sep 1996
ISSN: 1052-0341 JRNL CODE: UPS
WORD COUNT: 1099

ABSTRACT: About \$30 million to \$50 million was spent on **banner ads** on the World Wide Web in 1995, with as much as \$200 million projected for...
TEXT: On the **World Wide Web**, everyone, it seems, is in the **advertising business**. Last year, in the months following Mountain View, Calif.-based Netscape Communications Corp.'s IPO, three-quarters of the **Internet** software firm's revenue actually came from **advertising** banners on its Web home page. Web search site Yahoo, another high-flying IPO, has ...

...agencies in the guide to a recent interactive commerce conference in New York for its **banner ads** available on the AT&T **Business Network Web site**, Leadstory.

About \$30 million to \$50 million was spent on **banner ads** on the World Wide Web in 1995, with as much as \$200 million projected for...

...radio in the United States by 1998, according to New York-based Jupiter Communications' latest **Online Advertising Report**. Not bad for a **business** that began all the way back in October 1994, when two free publications on the...

...Warner) and HotWired (from Wired magazine offshoot, HotWired Ventures LCC of San Francisco) began accepting **banner ads** on their Web sites. Horizontal spaces with a corporate logo or brief message leading to...
...back. According to Webtrack Information Services in New York, by a wide margin the top **advertising** sector on the Web is money spent for promoting other **Web sites** (followed by Web-related computers and equipment, and telecommunications). Gone is the "if you build..."

...explaining the need for paid links from popular pages like Pathfinder's to other Web **locations**.

Web publications supported by **advertising** alone have so far proved a money-losing proposition. Pathfinder itself recently announced a subscription...

...the top sites: Netscape, the search engines and a handful of Web publishers. In the **on-line** equivalent of the magazine **business**'s barter system (where promotional ad space is traded for space in noncompeting publications), many Web home pages are merely providing ads for "link exchange" with other sites, **generating no revenue**, but inflating hit counts so potential advertisers will have to pay more-or be driven...

...Adding to the current confusion is uncertainty over exactly what Web publishers should sell advertisers. **Banner ads** began by simply charging a flat monthly or quarterly rate, based on a site's...

...ads sold according to CPM. All the better to evaluate Web media buys.

Site response **tracking** and auditing are being offered by strategic alliances between old-line market research firms and innovative technology startups. A two-year-old San Francisco firm, **Internet Profiles Corp.** (II/Pro), started by Ariel Poler, Stanford **Business School**, is now teamed with Nielsen Media Research of New York to report **site visitor** and **usage statistics**, providing more detailed **demographics** for visitors registered with a proprietary ID called an I/Code. Its competition, the Audit...

...s infrastructure, including the estimated \$1 billion being spent this year to implement and maintain **commercial Web sites**. Interactive ad agencies, once backwaters of CD-ROM and new media planning, are now at... the next Netscape if viewers tire of ads on the Web. PrivNet's software package, **Internet Fast Forward**, eliminates **advertisements** on 99 percent of all **Web sites** when browsed. U

25/3,K/67 (Item 13 from file: 16)
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06066492 Supplier Number: 53526050 (USE FORMAT 7 FOR FULLTEXT)

NetZero Subscriber Base Tops 200,000, Making New Ad-Driven, Free

Internet-Access Service Fastest-Growing in History .

Business Wire, p0009

Jan 7, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 602

**...Base Tops 200,000, Making New Ad-Driven, Free Internet-Access Service
Fastest-Growing in History .**

... than three months after launch, NetZero Inc. continues to demonstrate that "free" sells.

The new **advertising** -driven free **Internet** -access service has become the fastest-growing Net-access provider in **history** , attracting more than 200,000 subscribers in just 11 weeks.

Sign-ups are occurring at...

...100 percent sold out. The latest advertisers to take advantage of NetZero's highly refined **targeting** capabilities include Compare.net and Deja News, which join such other leading advertisers as BellSouth...
...Trip.com and Nissan.

All told, the company has signed up more than 40 major **advertisers** , evenly split between **Web sites** and companies offering products or services.

"As these figures indicate, both subscriber and advertiser acceptance ...

...This performance reflects the overall value of our service -- not just the ability to get **online** without paying, but to receive **advertising** that is relevant and appropriate. While we're modeled after network TV and radio, we're actually redefining **Internet advertising** with **targeting** capabilities not previously seen in any medium -- TV, radio or the Net.

"We're also heartened by the spontaneous emergence of NetZero-oriented **communities** around the **Internet** ," Burr said. "In addition to an array of newsgroups, more than 600 sites now feature...

...effectiveness of our new model."

NetZero provides free Internet access via a local dial-up **account** and an e-mail **account** for each individual user in a household, a **business** or at specific **locations** , such as a school or public library.

To subscribe to NetZero, users must complete a **profile** that captures interests and **demographic** data (available at <http://www.netzero.net>).

NetZero's patent-pending zCast software provides Dynamic **Targeting** -- an exclusive system that generates **geographic** , demographic, psychographic and behavioral information in real time. The software automatically refines subscriber **profiles** by continuously **monitoring** **online** behavior, thereby facilitating the delivery of precisely **targeted advertising** .

On the desktop, NetZero opens a movable, 1-by-3-inch portion of an 800...

...display that continuously delivers high-quality, 30-second ads in sync with the user's **profile** , interests and online behavior.

Unlike **banner ads** , which are tied to specific Web sites, NetZero

delivers **personalized** ads directly to the subscriber -- and even provides unique "URL **targeting** ." For the first time ever, it's possible to deliver the ability to display ads triggered by **visits** to specific **Web sites** . The subscriber can move the NetZero window to a preferred **location** on the screen, but cannot close it.

NetZero is a member of TRUSTe, an independent...

...practices to consumers.

About NetZero

NetZero is the first company to provide consumers completely free **Internet** access while offering **advertisers** the most sophisticated **targeting** capabilities available today. Using the widely accepted model of commercially supported network television and radio, NetZero's **revenue** is **generated** entirely through advertising.

With headquarters in Westlake Village, NetZero is funded by Idealab Capital Partners...

19990107

25/3,K/68 (Item 14 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05927683 Supplier Number: 53167653 (USE FORMAT 7 FOR FULLTEXT)
Free Internet Access: Jaguar, NexTel, Sprint Among the Advertisers Quick to Sign Up With NetZero. New Advertising -Driven, Free Internet Access Service Enrolls New Subscriber Every 30 Seconds. (Company Business and Marketing)

EDGE: Work-Group Computing Report, pNA
Nov 2, 1998
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 450

(USE FORMAT 7 FOR FULLTEXT)

Free Internet Access: Jaguar, NexTel, Sprint Among the Advertisers Quick to Sign Up With NetZero. New Advertising -Driven, Free Internet Access Service Enrolls New Subscriber Every 30 Seconds. (Company Business and Marketing)

TEXT:

...was launched last week with the aim of shattering monthly access fee barriers and redefining **Internet advertising** with **targeting** capabilities unsurpassed in any medium. **Advertisers** taking advantage of NetZero's highly refined **targeting** ability include Jaguar Motor Cars; NexTel Visa, a co-branded Visa card; Sprint; Launch.com...

...house; and Uproar, an online gaming company. NetZero's patent-pending zCast software provides Dynamic **Targeting** -- an exclusive system that generates **geographic**, demographic, psychographic and behavioral information in real time. Users are also taking to NetZero, with...

...enrolling approximately every 30 seconds. NetZero provides free Internet access via a local dial-up **account** and an e-mail **account** for each individual user in a household, a **business** or at specific **location**, such as a school or public library. To subscribe to NetZero, users must complete a **profile** that captures interests and **demographic** data. The zCast software automatically refines the **profile** by continuously **monitoring** online behavior, thereby facilitating the delivery of precisely **targeted advertising**. "The response to our initial launch verifies our belief that people want free. **Internet** access -- and are willing to accept **advertising** to pay for it, just as they do with network TV," said Ronald T. Burr, chief executive officer, NetZero, Inc. "Our model of free service and highly **targeted** delivery of advertising benefits both subscribers and **advertisers**, and has the potential to redefine **online advertising**." On the desktop, zCast opens the AdVantage Window, a movable, 1-inch-by 3-inch...

...display that continuously delivers high-quality, 30-second ads in sync with the user's **profile**, interests and online behavior. Unlike **banner ads**, which are tied to specific Web sites, the AdVantage Window delivers **personalized** ads directly to the subscriber. A subscriber **visiting** an automaker's **site** could receive an ad for the car dealer down the street. Or, a subscriber browsing...

...information gathering and dissemination practices. NetZero is the first company to provide consumers completely free **Internet** access while offering **advertisers** the most sophisticated **targeting** capabilities available today. Using the widely accepted model of commercially supported network television and radio, NetZero's **revenue** is **generated** entirely

through advertising. With headquarters in Westlake Village, Calif.,
NetZero, Inc. is funded by idealab...

19981102

25/3,K/80 (Item 26 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04665732 Supplier Number: 46866300 (USE FORMAT 7 FOR FULLTEXT)
**MapQuest Launches Revolutionary GeoCentric Advertising Program Enabling
Businesses to Provide Geographically Sensitive Advertisements as
Users Click on Destinations and Content**
PR Newswire, p1104SFM033
Nov 4, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 939

(USE FORMAT 7 FOR FULLTEXT)
**MapQuest Launches Revolutionary GeoCentric Advertising Program Enabling
Businesses to Provide Geographically Sensitive Advertisements as
Users Click on Destinations and Content**
TEXT:

Online Advertisers Can Extend Narrowcasting With a True **Geographic
Dimension**
... unit of GeoSystems Global Corp. and the leading provider of mapping
technology and services for **Internet** users and publishers, today
introduced the **Internet** 's first **geographically** -intelligent **advertising**
platform. Now, businesses can reach highly- **targeted** audiences
one-to-one, based on each **user** 's **specific** destination or selected
content. This offers a unique opportunity to literally bring consumers to
an **advertiser** 's doorstep. As MapQuest(TM) **site visitors** interact with
online maps, GeoCentric(TM) **Advertising** enables businesses to serve up
ads that are relevant to the **location** the user is exploring. The MapQuest
Web site can be found at www.mapquest.com.
MapQuest has developed a unique new technology to...

...virtually any business, from restaurant to car dealer to realtor to copy
shop, to provide **banner ads** and discount promotions to pre-qualified
consumers as these users define and interact with their **geographic** area
of interest while planning trips, researching **business locations** or
requesting driving directions on the MapQuest site.

Expanding the concept of narrowcasting to one of the most important
dimensions of marketing -- **location** -- MapQuest's GeoCentric **Advertising**
allows businesses to reach customers based on their unique **geographic**
criteria, in addition to traditional narrowcasting techniques such as
domain and browser criteria. MapQuest's...

...then interfaces with the NetGravity AdServer for display of the
appropriate advertising image within the **targeting** and management tools
of AdServer. Until now, local **targeting** on a broad **regional** , national
or even worldwide scale has not been available with such **geographic**
precision.

MapQuest is the only **online** mapping service that has demonstrated
such **geographically** -intelligent **advertising** capabilities. "We are the
first to offer an **advertising** tool that provides one-to-one marketing on
a destination basis," said Perry Evans, president of MapQuest Publishing
Group. "This is a powerful new medium for maximizing advertising **dollars**
and **creating** promotional techniques that lead to tangible purchase
actions. Businesses will now be able to precisely **target** the vast
audience of cyberspace on a personal level."

"NetGravity is very excited to partner...

...to leverage the best of our technology with a very practical new

dimension in advertising **targeting** and value, and demonstrated the extensibility of the AdServer technology."

GeoCentric Advertising - How It Works:

An **advertiser** supplies MapQuest with addresses for each **business location**, along with specific criteria for ad placement (e.g., within ten miles of that address...

...are served up to consumers as follows:

- * If the user clicks on a specific map **location**, MapQuest serves up the banner of the **advertiser** that has been defined for that **location**.

- * If the **user** requests a **specific** category within MapQuest's "Places of Interest" feature (i.e., lodging, dining, attractions, recreation, education...

...specific map location, MapQuest serves up the banner that is relevant to that category and **location**.

- * If the user enters information for a **business**, street, city, state, or **zip code** that matches a particular **advertiser**'s criteria, MapQuest serves up a banner for that business. Such keywords are entered when...

...is very excited by the prospects of this new technology," said Bill Schallenberg, manager of **Internet** services for Marriott International, Inc. "By integrating **geographic** information into **online advertising**, this model allows you to **target** the right message to the right audience." Marriott participated as the archetypal advertiser in today...

...event locations and travel resources, all with the most detailed, high-quality cartographic information available **online**. MapQuest Publishing Group offers a range of **business** services MapFree, LinkFree, Connect, and InterConnect -- for consumers and **Internet** publishers interested in the value of integrating interactive maps into their **Web sites**.

MapQuest Publishing Group is a **business** unit of GeoSystems Global Corp., the information publishing industry's leading supplier of geographic information...

...Manager of MapQuest Publishing Group, 303-312-0218, or jblake@geosys.com; or Nicki Dugan, **Account** Associate of Niehaus Ryan Group, 415-827-7062, or nicki@nrgpr.com, for MapQuest Publishing...

19961104

25/3,K/81 (Item 27 from file: 16)
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04613105 Supplier Number: 46785850 (USE FORMAT 7 FOR FULLTEXT)
I/PRO and DoubleClick Comprehensive Study Analyzes Ad Banner Impressions
PR Newswire, p1008SFTU020
Oct 8, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1073

I/PRO and DoubleClick Comprehensive Study Analyzes Ad Banner Impressions
SAN FRANCISCO and NEW YORK, Oct. 8 /PRNewswire/ -- Online
advertising is one of the largest revenue generators for the **World Wide Web**. In 1995 \$40 million was spent on ads and this year the figure is expected to jump to \$300 million (1996 Jupiter Communications). As companies invest more money in **online** marketing and **advertising** campaigns, they need reliable, independent research tools enabling them to **analyze** the effectiveness of their online marketing programs.
Recognizing this need, two leading **Internet** companies, New York-based Web **advertising** network, DoubleClick, and Web measurement and **analysis** company, I/PRO (**Internet Profiles** Corporation) today released The Web in Perspective: A Comprehensive **Analysis** of Ad Response. The study is the latest edition of I/PRO RESEARCH's Web in Perspective series, and supports a preliminary research study commissioned by DoubleClick to **analyze** the relationship between precise reach/frequency and user response in online ad banners. The report provides...

...Web enabling them to increase their ads' productivity. The Ad Response Web study findings include:

- **Banner ads** "decay" quickly on the Web (the relationship between ad frequency and user response).
- Ad banner...

...Page location factors cause dramatic variance in user response.

The Web in Perspective: A Comprehensive **Analysis** of Ad Response provides an in-depth **analysis** of the relationship between ad banner design and user response with research compiled from a...

...banners; leveraging the Web's strengths; when and where to place ad banners; and justifying **online advertising** expenditures.

"Ad banner response is one metric used to measure and evaluate the performance of...

...Ivins, I/Pro's VP of Market Research. "The Ad Response study delivers a comprehensive **analysis** of this metric, detailing the benchmarks marketers need to evaluate the effectiveness of their online...

...industry report, advertisers now have powerful information to devise ad campaign strategies that maximize their **banner ad**'s response potential."

"As we refine our understanding of the value of communication on the ...

...Senior VP of Young & Rubicam. "By providing benchmarks for performance based upon the most comprehensive **analysis** of Web traffic to date, they're quantifying some of our existing notions on **Internet advertising** and shedding light on new ones."

The Web in Perspective: A Comprehensive **Analysis** of Ad Response is

available now for \$995 and can be ordered on the Web...

...group within I/PRO. This group bridges the gap between site-centric and cross-site **analysis** enabling marketing professionals to compare their site's performance to their competitors. I/PRO RESEARCH...

...contract consulting for individual clients.

About I/PRO

I/PRO is a Web measurement and **analysis** company enabling marketers to understand their customers and site **usage**. I/PRO's core products **analyze** Web data, making it relevant to customers' businesses. Since June 1995, I/PRO has become the premier provider of Web measurement and **analysis** systems and has designed, developed and delivered the following services:

-- Nielsen I/PRO I/COUNT measures and reports **Web site** traffic for internal analysis, enabling marketing professionals to make effective **business** decisions to maximize their **Web site**.

-- Nielsen I/PRO I/AUDIT provides an independent verification and accurate report of Web site...

...a standard format.

-- I/CODE is I/PRO's universal registration system for measuring the **demographic** characteristics of individual **visitors** to **Web sites**, enabling marketers to understand their audience's preferences.

-- CyberAtlas is an up-to-date source...

...market research. Under the I/PRO umbrella, CyberAtlas is currently expanding its scope to include **statistics** and news on World Wide Web markets as well as select information on comparative data...

...benchmarking studies provided by I/PRO RESEARCH.

I/PRO has been delivering Web measurement and **analysis** solutions for more than a year to some of the most active sites on the...

...info@ipro.com or visit (<http://www.ipro.com>).

About DoubleClick

DoubleClick is the leading **advertising** network for the **World Wide Web**, building **online**, one-to-one relationships between brands and consumers. DoubleClick offers **advertisers** the ability to distribute their ad banners to multiple sites, representing a full range of users including: investors, business professionals, college students, women, consumers, gamers and sports enthusiasts. DoubleClick **customizes** advertising messages to the users who are most appropriate for their products and services through an advanced proprietary **targeting** technology.

Since its launch in March of this year, DoubleClick has attracted more than 200...com; or Norma Romeo of DoubleClick, 212-779-7779, or norma@defpr.com/

CO: Internet **Profiles** Corporation; DoubleClick

ST: California, New York

IN: CPR MLM ADV

SU: JVN

KW-RN

-- SFTU020...

COMPANY NAMES: *DoubleClick; Internet **Profiles**
19961008

25/3,K/103 (Item 7 from file: 148)
DIALOG(R) File 148:Gale Group Trade & Industry DB
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10169554 SUPPLIER NUMBER: 20341538 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The real impact of Internet advertising .
Cartellieri, Caroline; Parsons, Andrew J.; Rao, Varsha; Zeisser, Michael P.
McKinsey Quarterly, n3, p44(19)
Summer, 1997
ISSN: 0047-5394 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 7365 LINE COUNT: 00609

The real impact of Internet advertising .

ABSTRACT: **Internet advertising** entails a large amount of **advertising** expenditures compared to the use of traditional advertising media. Since advanced technological innovations are continuously...

...be compelled to invest a larger amount of money to cope with these changes. Thus, **Internet advertising** may be beneficial or detrimental to any **business** depending on how a company manages such advertising medium.

TEXT:

Will the **Internet** have as big an impact on **advertising** as radio and television did?

... marketing executives say no

Here's why they are wrong

How much impact is the **Internet** really having on **advertising** and marketing? Is it just another emerging niche medium with some peculiar creative capabilities and...

...commercial practice four or five decades ago?

Interviews with marketers reveal that few believe the **Internet** will change their approach to **advertising** . Most see it as little more than a complement to traditional marketing practices, and don...

...inadequacies of the delivery technologies among consumers.

We take a contrary view. We believe that **Internet advertising** will **account** for a growing proportion of overall **advertising** expenditure. Moreover, advertising - and marketing in general - will adopt practices first developed or deployed on the **Internet** . As the technology improves, the impact of **Internet advertising** will increase and become easier to measure, and the gap between this new precise, interactive...

...be under pressure to change their whole approach to marketing communications.

Marketers will become more **accountable** for their results, and they will pay more attention to building a total customer relationship...

...information will become vital in eliciting their preferences, which in turn will be critical to **customizing** advertising.(*). And companies' entire marketing organizations will be progressively redesigned to reflect interactions with consumers...

...the Internet.

For ad agencies, fees based on results will become standard. The economics of **Internet advertising** are likely to make current **business** models obsolete. New capabilities will be required as creative production speeds up and becomes more...

...activity. A deep understanding of enabling technologies will become a prerequisite for fresh forms of **advertising**.

Our views on the evolution of **Internet advertising** and its impact on traditional marketing may seem provocative to some, premature to others. But...

...theories and approaches on which they have long relied - and to begin capturing the lessons **Internet advertising** holds for all their **advertising** practices, **online** and conventional.

Caution: Changes ahead

Looking at today's **Internet advertising** to predict what tomorrow will bring is about as helpful as using a rear-view mirror to watch the road ahead. But a point of view about what **online advertising** will look like in three to five years' time can and should influence current management decisions about how to invest marketing communication dollars on the **Internet**. A number of fundamental forces are currently reshaping **Internet advertising**: the near-daily emergence of new technologies that improve measurement, **targeting**, and data interpretation; the strenuous efforts of primarily entrepreneurial marketers to make business use of...

...their screens. Ads are likely to change in terms of their content, the type of **customization** they employ, and their delivery to the consumer.

Content

Aspirations to transcend today's form of **Internet advertising** will first be realized in the content of ads. The development of new technologies such...

...store.

Transaction-oriented content will invite consumers to make a purchase directly from an ad. **Advertising** content will become increasingly oriented toward transactions. Indeed, the **Internet** may already be changing **consumers'** buying **behavior**, particularly for considered purchases such as cars. Prospective car buyers who are looking for product...

...Tag technology developed by First Virtual to enable customers to make purchases from an Internet **banner ad**. An Internet user can learn about Casio products, purchase a watch on line, and select...

...without ever leaving the banner.

Sponsored content will blur the line between editorial matter and **advertising**. A lot of sponsored content already exists on the **Internet** - for example, Nissan sponsors ...messages, be they banners, interstitials (ads that pop up while users wait for a requested **Web page** to appear), or standard forms of sponsorship, and by **advertisers'** desire to influence attitudes in more subtle ways.

By way of analogy, consider the growing...

...of consumer rejection or backlash may ultimately set limits on the pursuit of this approach.

Customization

Anyone who has been offered a credit card they already hold can appreciate the need for greater **customization** or "addressability" in mass-market advertising, and even in direct mail. Indeed, the level of response that advertisers receive largely depends on the accurate and timely **targeting** of messages, as do the number of transactions and the degree of loyalty that are generated.

The Internet is supposed to enable marketers at last to **target** their offers to that elusive "segment of one." Yet **advertising** on the **Internet** has so far been **targeted** mainly on the basis of editorial content, just

as it is in traditional media. Part of the reason is technical, though the development of **tracking** software that allows ads to be delivered only to **target** audiences is overcoming this obstacle. Consumers' reticence has been a further barrier, but as Internet users grow more willing to provide information about themselves, two types of **customized** content will emerge.

First, content will be **customized** by means of information inferred about users. The Ultramatch technology recently launched by Infoseek, to take one example, makes it possible to **target** those Web users who are most likely to respond to a given ad. Based on neural networking technology, Ultramatch observes **users' behavior** when they put out queries and explore subjects, **collecting** the results in its database. Advertisers using the service can select individuals according to their...

...move the ads to places where they will attract similar users.

Second, ads will be **customized** on the basis of information voluntarily provided by users. The key to making this approach...

...prime beneficiaries. Organizations such as etrust (an initiative sponsored by leading companies to develop electronic **commerce**) and the **Internet** Marketing Council take a similar view. The IMC requires marketers to provide a "giveaway" or...

...push" technology such as PointCast to deliver ads to people according to their interests. Triggered **banners** (**ads** that appear when certain key words are mentioned) and interstitials are early examples that point...

...How much push are users willing to take before they begin to tune out?

As **online advertising** develops, **advertisers** will discover that the **Internet** is the only medium that can deliver certain types of message, such as multisensory and...

...some of them unattainable via conventional media - simultaneously (Exhibit 1). They are likely to make **Internet advertising** more important in the overall marketing mix as marketers capitalize on their unique capabilities. At...

...current heavy investments in big brand sites that require content to be "pulled," or in **banner ads** that - like most on the **Internet** today - merely replicate the forms of **advertising** that exist in the physical world.

Exhibit 1

Internet advertising objectives	
Shaping attitudes	One-way communication Build brand or product awareness
Delivering	Detailed product or...

...actual purchase

Enabling transaction	Two-way interaction Online sale
Encouraging retention	Continuous two-way interaction Customized for recipient

New metrics

The Internet affords marketers an unprecedented opportunity to measure the effectiveness or what impact it had. On the Internet, by contrast, marketers are able to **track** click-throughs, page views, and leads generated in close to real time. The result: measurements...

...a Box is a tool that combines the immediate feedback of the Internet with sophisticated **targeting** technology to allow marketers to refocus their Internet campaigns to the most responsive customer segments...

...before most of the money is committed. This will affect the very process of creating **Internet** ads, and perhaps spur **advertisers** and agencies to devise new ways of organizing around it.

New pricing

Whereas marketers tend...

...marketplace: P&G has pushed for pricing per click-through; CD Now pays Web sites **commissions** on the transactions they **generate**; and Destination Florida pays according to leads generated. Similarly, DoubleClick is introducing an advertising network...

...through

response

Pricing per

action

Download

Information exchange

Transactions

Because of these factors, pricing for **Internet advertising** is likely to be multi-tiered, based on results, and tied to marketers' objectives. At...

...As measurability and metering improve, advertisers will want to pay only for impressions on their **target** customers, while publishers will eagerly search for ways to extract premium exposure rates. The result...

...per action or sales commission is likely to emerge as a major pricing mechanism for **Internet advertising** over time.

How quickly and how far these models take hold in the near term...

...of ads to ensure quality, for instance? We believe that the sharing of risk in **Internet advertising** will ultimately be determined by the prevailing balance of power, which will vary from advertiser...

...on the table. The widespread acceptance of multi-tiered, performance-based pricing will make the **Internet** both distinctive and highly lucrative as an **advertising** medium.

The spillover effect

The changes now taking place in the shape, measurement, and pricing of **advertising** on the **Internet** may seem dramatic enough in themselves, ... practices in general. This spillover effect will occur for four reasons.

First, new ways of **advertising on line** will inspire new creative approaches elsewhere. Second, the **Internet** will prompt marketers to reevaluate their use of traditional media. Third, **Internet advertising** will help marketers to improve their understanding of consumers' needs, preferences, and product **usage**. Finally, once marketers get a taste for the measurability of Internet ads and the tailored...

...measurability of other media will rise.

New creative approaches

The timeliness and direct tone of **advertising** on the **Internet** will increasingly inspire marketers operating in other media. Seeing the daily updates of information that the Web makes possible and the lengths to which **online advertisers** must go in order to keep users' interest (for instance, renewing banners weekly) may sharpen...

...approaches pioneered on the Web will spill over to more traditional media should surprise few. **Historically**, the emergence of new media has always prompted content changes in existing media. Consider how...
...television, arrived on the scene.

Fidelity Investments recently attempted to mimic the immediacy of the **Internet** in its television **advertising**. It refreshed its ads on a daily basis by incorporating current news headlines. However, the...

...constraints in traditional media.

Marketers may also need to reexamine the theories that underpin their **advertising** practices. As we noted, **online advertisers** have found that banners must be renewed frequently if consumers are to keep clicking. Their...

...advertising is working; I just don't know which 50 percent." The greater measurability of **Internet advertising** will prompt marketers to reevaluate all their investments in media, especially in the addressable categories of print and direct marketing. Not only are response rates often higher in **Internet advertising**, but the cost of reaching **target** customers can be lower, with better information received in return. As a result, we may well see a migration of **targeted** marketing spending from direct mail and other traditional media to the Internet.

Consider a recent...

...T used the Internet to generate awareness of and shape attitudes toward its toll-free **collect**-call service, which is mainly **targeted** at 16- to 24-year-olds. The company had previously found this audience difficult to...

...mind awareness increased by over 30 percent, and AT&T opted to replace its print **advertising** with an **Internet** campaign.

The traditional approach to customer response and lead generation has been to use ads...

...Internet did not come at the expense of other media (in other words, their overall **advertising** budget grew). But many expect that future increases in their **Internet** expenditure will be taken from other areas, probably print and/or direct marketing. They also see their **Internet advertising** budgets growing much faster than their traditional media budgets.

Migration may also take place in...

...One leading-edge marketer, London International, the maker of Durex condoms, is already trying out **advertising** concepts on its **Web site** before transferring them to other media where their effectiveness is harder to **track**. It is testing three concepts ultimately destined for conventional media: "On-line Lovers," "Dr Dilemma," and "The Nurse." By **monitoring** pages selected, click-...changed. To be sure, some of the additional interaction may be down to the different **demographic profile** of **Internet** users, but gathering information of this kind is becoming an increasingly important way to use...

...financial services. The possibilities are just beginning to be exploited.

Rising expectations

Two features of **Internet advertising** - the measurability of its impact and the probability of some form of results-based pricing...

...impact on traditional media could be profound.

As the aspirations, techniques, and expectations associated with

Internet advertising spill over into traditional media, both marketers and **advertising** agencies will have to rethink the capabilities they bring to bear on selling products and services.

Implications for marketers

The growing importance of **Internet advertising** and its effect on conventional marketing will have profound implications for practitioners. First, the Internet...

...as a core marketing capability. Finally, the move toward organizational structures and processes designed around **consumers** ' experiences with **specific** products or services will accelerate further.

New standards in relationship management

The Internet will set...

...find new ways to offer buyers value if they are not to disappear.

Moreover, as **consumers** ' **behavior** changes, so will the skills that salespeople need. And how are those salespeople going to...

...purchases through channels other than dealerships?

Design and funding is another key area. If the **Internet** 's role is to grow beyond **advertising** , the design of **online** activities ...the form of discounts toward future purchases, or benefits such as valuable information or a **personalized** product or service.

This process of value exchange will become critical as new standards are...

...consumers is likely to grow as they become aware of how highly marketers prize their **demographic profiles** , product preferences, and transaction **histories** .

A few marketers are beginning to manage this process effectively. In exchange for basic information...

...consumers - and more interactions with them - than ever before.

Implications for agencies

The rise of **Internet advertising** , with its unique economics, may well call the validity of current business models and processes...

...they create and develop campaigns, and the skills and capabilities they need to survive.

New **business** model

So different are the **revenues generated** by conventional and **Internet advertisements** that traditional agencies will have to think carefully about their approach to **online advertising** if they are to pursue it profitably. At present, most agencies incur high fixed costs...

...no longer be sufficient to cover agencies' high operating costs.

We believe that traditional agency **business** models simply will not work for **Internet advertising** . A trend toward retainer compensation is already emerging. Agencies may well seek to **enhance** their **revenue** streams by taking a cut of the results of their efforts in the shape of a **commission** on leads or sales **generated** . In future, agencies will increasingly share in the risk of their advertising instead of - as...

...of it to be borne by marketers.

Compensation models will be transformed. The measurability of **Internet advertising** makes results-based pricing more feasible than in any other media, as we have seen...

...including Duracell, CUC International, and Intuit's TurboTax division. Though these arrangements are not yet **making** it any **money** , they are expected to do so as advertising effectiveness increases. In time,

results-based compensation...

...not sufficiently integrated to compete with the specialist Internet ad agencies, which enjoy a higher **profile** and more confidence among marketers in this area of work.

* Integrate one-way and response...that has been under pressure for some time. Some agencies have shown that they can **customize** their processes and economics to specific industry needs like those of grocery retailers or auto...

...of flexible, technology-savvy boutiques with low fixed costs. Viewed another way, the emergence of **Internet advertising** may represent an opportunity for renewal - a chance for agencies to reclaim the high ground

...

...marketers argue they have let slip away in the past two decades.

The emergence of **Internet advertising** is likely to have wider implications for **business** than many imagine. Its effects will not be confined to the online world, but will extend to traditional marketing activities and processes. For those who look closely, **Internet advertising** holds many more opportunities and risks than is commonly assumed. And the payoff waiting for...

...the efforts required.

WHY THE INTERNET IS A BETTER AD VEHICLE THAN YOU THINK

The **Internet** has already become an important standalone **advertising** medium; moreover, many of the missing links it needs in order to achieve scale are now being forged.

It's already important...

The Web presents great **advertising** opportunities for marketers because of its continuing growth, its user **demographics**, its effectiveness, and its cost-competitiveness.

Growth in **usage**. The overall Web population is reaching critical mass. Recent surveys show there are 25 to...

...8.4 million are daily users. The average user spends 8.6 hours a month on **line**.

Audience **profile**. The **demographics** of **Internet** users are broadening, but remain attractive. More women are now using the Internet: one survey...

...000, the Web can provide access to about 2 million - over 40 percent of the **target demographic** segment, and a critical mass in itself (ILLUSTRATION FOR EXHIBIT A OMITTED).

Higher effectiveness. Studies have shown that the **Internet** is reasonably good at achieving standard **advertising** objectives such as shaping attitudes. However, it also has capabilities that traditional media cannot match...

...make the Internet a superior medium include its addressability, its interactivity, and its scope for **customization**. **Advertisers** can do things on the **Internet** that are impossible in traditional media: identify individual users, **target** and talk to them one at a time, and engage in a genuine two-way dialogue.

Competitive efficiency. In terms of **advertising** economics, the **Internet** can already compete with existing media, both in response as measured by click-throughs and...

...B OMITTED). Moreover, the Internet's economics look better and better the more precisely a **target** consumer segment is defined. The cost to an **Internet advertiser** of reaching families that earn over \$70,000 and own

a foreign car, for instance...

...EXHIBIT C OMITTED).

...and it's still improving

The major factors limiting the growth of **Internet advertising** are being addressed.

Measurement. Like traditional media, the **Internet** needs consistent metrics and auditing in order to gain broad acceptance from marketers. Both are...

DESCRIPTORS: **Internet /Web advertising --...**

... **Analysis ; ...**

... **Usage ;**

19970622

25/3,K/110 (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

08026186 SUPPLIER NUMBER: 17357282 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Home sweet home page: biz-to-biz DMers are getting cozy on the Internet,
using it for customer service and databases. (direct marketers)

Egol, Len

Direct, v7, n7, p49(4)

July, 1995

ISSN: 1046-4174

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1966

LINE COUNT: 00159

TEXT:

This is not a story about flocks of business-to- **business** direct marketers **making money** hand over fist on the **Internet** because there are no such companies and DIRECT is not a fiction journal.

... a supplier of web servers, the digital gizmos that accept online contacts, transmit information and **track** responses, has seen its database of **commercial** sites on the **World Wide Web** grow from zero 18 months ago to approximately 5,600 today.

At least 2,600...

...a supplier of web browsing tools. He estimates that one-tenth of the 20 million **Internet** surfers are **business** people actively searching for information on goods and services.

Now let's look at a...

...information on Cycloc, Geloy, Lexan, Valox, Xenoy and other products.

"We were the first large **business** outside of computer-related companies to seek a serious **online** presence," claims Rick Pocock, GE Plastics' general manager of marketing communications.

For over a year...

...Inc.'s Internet in a Box, a \$149 off-the-shelf software package. GE Plastics' **customized** version opens its web server so **site visitors** can rapidly get to the technical data they need.

"We're seeing approximately 600 **site visitors** per day, and roughly half are from businesses," Pocock says, surmising that the rest are...

...of receiving information packages regularly by e-mail rather than having to click on our **web site**."

That's about par for the course. Ask **business -to- business** and consumer direct marketers to sum up their **Internet** experience, and the stock reply is, "We're learning the ropes."

One problem with online database marketing, Feldman explains, is that you don't **target** customers - they **target** themselves. It's a self-segmenting marketplace.

That may be so, but Jeff Dickinson, technology...

...complement to database marketing because of its innate ability to quickly gather large amounts of **personalized demographic** and financial information.

"Building a database of **profiled** surfers, for filed surfers, for example, can cultivate relationships with return visitors to a company...

...Harris adds, is the opportunity to have the Internet database transmit a fulfillment package to **site visitors** who want more information.

With the right software, an **Internet merchant** can identify the company a **site visitor** works for, the type of computer and web browser

software being used and how much time the **visitor** spent on **site** and looking at each area.

A company can also feed its database by requiring that visitors register before accessing the **web** site . That way, you **collect demographics** along with names, regular and e-mail addresses and phone numbers.

"When this is combined...

...voluntary information-disclosure policy.

Estimates vary on what it costs to get started on the **Internet** . According to market research firm INPUT Corp., a small **business** can establish a presence on the **World Wide Web** , and look like a major player, with an initial investment of only a few thousand...

...displaying how different GE Plastics products can be used.

"For example," Pocock explains, "a touring **site visitor** could click on 'kitchen' then click on 'window' and learn how Lexan can be used ...

...car demonstrating product use in the auto industry.

DuPont, one of GE Plastics' neighbors in **business -to- business** cyberspace, which has had a **web site** for information on its lubricants since February, boosted its presence last month with an information...

...its employees and operations in 85 countries; it arranged for dial-up access from any **location** .

"We set up our own private **Internet** on the **Internet** ," says David Sims, manager of the company's information technology group.

Schlumberger has found that having workers use the Internet for e-mail and job **tracking** is at least 2% cheaper than its old communications systems.

Now Schlumberger is starting to...

...material about its products, for example.

The list goes on: Federal Express is using the **Internet** to speed up and **track** package shipments around the world; **business** travelers can rent cars **online** through Alamo; and Equifax, a supplier of credit information, got its domain address approved in...

...along with security is "netiquette."

For instance, it's an egregious faux pas to bombard **online** mailboxes or bulletin boards with **advertising** messages; in-your-face marketing simply will not fly on the Internet.

But the same...

DESCRIPTORS: Business-to- **business** **advertising** --

...TRADE NAMES: **Usage**

19950700

25/3,K/115 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

02163540 SUPPLIER NUMBER: 20507262 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Make Your Web Site Mean Business .(using the Internet to build brand
recognition and increase profits) (Internet /Web/Online Service
Information)**
Tadjer, Rivka
Computer Shopper, v18, n5, p520(1)
May, 1998
ISSN: 0886-0556 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 4198 LINE COUNT: 00319

**Make Your Web Site Mean Business .(using the Internet to build brand
recognition and increase profits) (Internet /Web/Online Service
Information)**

If you're a **business** manager who thinks of your company's **Web site** as the responsibility of the IT department, think again. These days, the Web is one...

...500 leader to a small start-up, establish the kind of instantaneous recognition within its **target** audience that, for example, Amazon.com enjoys with **online book shoppers**.

But if the worst mistake you can make is to build a site with input...
...customers will come."

"It is not enough by a long shot to put up a **Web site** and decide you're open for **business**," says Paul Morin, director of the Small Business Development Center at the University of Pennsylvania's Wharton School of **Business**. According to Morin, too many firms create **Web sites**, equip them with secure credit-card transaction capability, and then wonder why customers don't...

...a good point of sale if customers come and become interactively involved with the company. **Tracking** the people who accidentally surf to your site for curiosity's sake is not going...

...On the Web, a user can select the ad that he or she reads, receive **targeted** information based on surfing patterns, or send e-mail to (or with the right browser...

...the time," Morin says. "And while there are an increasing number of women, (you should) **target** your mass-consumer interactive ad campaigns to get as many of (the dominant) **demographic profile** involved with your company as possible."

There are some exceptions, of course, for businesses that **target** other niches, such as women's magazines, but the key goal is similar: to identify and establish a presence in the Web **communities** that your **target** audience populates.

Once beyond the **demographic** issues, how does an **advertising** novice get started or even know what's affordable? A good place to start is...

...momentum. In fact, the New York-based market-research firm Jupiter Communications projects that total **online advertising** will grow from \$301 million in 1996 to \$7.7 billion in 2002, with online...

...a third party such as Narrowline Software (www.narrowline.com) that takes a business's **banner ad** and distributes it to appropriate sites for a fee.

Which of these suppliers or subcontractors...

...campaign, will depend on the money you have to spend and the nature of your **business**. Still, it's useful to explore what other **online advertisers** in your budget range--and even in other ranges--are doing, to get some perspective. The Aristocrats Of Web **Advertising**

America **Online**, with its 8-million-and-growing subscriber base--called a "captive audience" in advertising lingo...

...means when any Netizen surfs to AOL and clicks on the Shopping Channel, a large **banner ad** and linking icon to 1-800-Flowers will appear. No other florist has a listing.

While some **analysts** have criticized AOL's high price tag for such agreements (and the service's lack...

...lot--that's up to the merchants. They can link to one another and sport **banner ads** of one another on their Web sites," Morin explains. "But if the two companies are...

...The \$10,000 bought him a one-server, two-domain package of Accrue Software's **Collector**, a Web- **tracking** program that tells him not only which icons people are clicking on Farallon's Web...

...The URL from which someone jumped to your site is called a "refer" in Web- **tracking** lexicon. **Collector** works by listening to packets on the network, checking headers and footers, and putting server...

...about a Farallon product. "I called them up and created a solid comarketing deal--links, **banner ads**, some content swaps," he says. "I would have never known to call them up without looking at the refers."

Realistically, a company that can afford Web- **tracking** software is one that has a hefty ad budget to begin with. Lucolona from 1...

...smaller companies should focus on polishing their own Web sites and sending push content to **targeted** consumer groups, rather than trying to spread themselves thin with **banner ads** or comarketing deals on megasites such as AOL or Yahoo.

According to Lucolona, since consumers...

...Besides, push technology is getting better all the time," she adds. "That means you can **target** your customers directly in their e-mail in-boxes without paying a big Web community to reach them."

Also, some **analysts** warn against putting too much emphasis on a single site. John Hearn, the interactive-marketing...

...word-level brand name, exposure in communities is important."

But the types and sizes of **community** sites **targeted** by middle-tier companies will likely be different than those chosen by the biggest advertisers...

...site.

Where a giant community site like AOL binds together hundreds of interest-based virtual **communities**, medium-size **advertisers** may be better able to afford a smaller **community** site or one that addresses more-focused themes. An example for firms marketing to women...

...hosting everything from forums on women's health and careers to sections for parenting and **shopping**.

Banner advertising on popular **communities** is in fact the most common method of **advertising** on the Web. You can think of leveraging or piggybacking on a name that's known to your **target** audience--such as Yahoo--as the advertising version of social climbing, or branding up.

Thomas...

...with AOL," he says, "you can get a lot of good return on investment for **banner ads**, which on the really popular sites run about \$15,000 per quarter."

Banner advertisements on computer-related Web **communities** such as ZDNet (www.zdnet.com, the hub of Computer **Shopper**'s parent company Ziff-Davis) are central to Cirque's marketing campaign for its touch pads and other input devices, because Quarton says they **target** his audience in an efficient way. "We advertise in a bunch of the computer print magazines that Ziff publishes, such as PC Magazine and FamilyPC, but our **banner ad** on ZDNet reaches readers of all those magazines at once." Quarton also places a **banner ad** on the Yahoo search engine site to reach the less-tech-focused Netizens.

Morin warns that companies should be careful when buying **banner ads**: "Generally, when you go for branding, go for the **community** with the largest **target** audience based on what you can afford." The trick, however, is to make sure you...

...of thousands of hits per day. Quarton and others suggest scrutinizing the return on a **banner - ad** investment carefully.

Of course, there are third-party companies, such as San Francisco's Narrowline, that are happy to do the scrutinizing and serve your **banner ad** to varied, appropriate communities for you. Narrowline founder Tara Lemmey says that what the company brings to the table is advanced research on which types of traffic specific **communities** attract, helping the firm **target** ad placements for its clients.

Marc Coan, principal of the Portland, Ore.-based Aviation Shopping...

...a return on that investment that month," he says.

That not only means a hard- **dollar** return-- **making** back the \$500--but getting some good traffic, which he admits is difficult to quantify...

...so that the total I'm spending remains at 10 percent," he says.

Coan runs **banner ads** on two weather-related Web sites, American Weather Concepts (www.weatherconcepts.com) and Aviation Weather...

...defined advertising budget. Far from the seven-figure stratosphere of comarketing deals, or even midlevel **banner - ad** buys, Coan represents the underclass of the Web marketplace--folks caught in the classic catch-22: "We won't have any money to spend on Web advertising until we **make money** on the Web."

So how do such firms build brand recognition? They fake it until...

...can afford it.

First, few of them bother to hire expensive designers to create their **banner ads**, feeling that a little Java and a graphics software package can go a long way...

...com), says that so far, he's negotiated free swaps instead of paying to place **banner ads**, but he has spent nearly \$20,000 for a designer. He wants to make sure that everything with the Alexa name on it--his Web site, **banner ads**, and brochures--has the same professional look. "That unified look is key to brand-name..."

...professional or do-it-yourself graphic design, small businesses agree on the benefits of swapping **banner ads**. "We started our company and Web site last July," says Gilliat, "and even though we didn't have money for **banner ads**, we could swap ads with other companies on the barter system to create a virtual..."

...comarketing on a smaller scale.

Swapping ads instead of paying an ad-server company or **community** site teaches a lesson that any **business** with any size ad budget would do well to learn: To create a virtual community...you must find the Web communities most compatible with them and with your mission.

Market **analysts** say advertising on the Web is all about negotiating--even to the point where you...

...those forms can be a trove of information--even more valuable than an expensive Web- **tracking** software system.

In the end, says Morin, advertising on the Web for most businesses is ...

...what kind of budget you have.

Ad-server companies build businesses' name recognition by placing **banner ads** on appropriate sites for a fee.

The owner of this small Web-based catalog scrutinizes...

...use services like Submit to post your URL to major search engines.

Tips for Designing **Banner Ads**

There are two reasons to design your own **banner ads** : either you have a fabulous designer on staff who is also advertising-savvy or you...

...latter, Microsoft's \$149-estimated FrontPage offers an ad hoc but workable solution for creating **banner ads** ; if you know Java scripting, you'll be okay. If you don't know Java...

...zapa.com) offers a \$99-direct package called MicroSites that will let you create a **banner ad** complete with multimedia effects in as little as six minutes, with no Java or technical...

...a menu; placing graphics is a drag-and-drop cinch. You can also upload the **banner ad** to your Web site from within MicroSites itself.

Once you've got an ad-design...

...by several advertising veterans:

First, the goal is to get people to click on your **banner ad** . In Web-ad lingo, this is called the "click-through." According to CyberGold officials (www.cybergold.com), whose business it is to market-test how Netizens react to **banner ads** , the easiest way to get people to click on your ad is to offer them...

...second key thing to consider is the look and image you're projecting with the **banner ad** . Advertising veterans recommend making the banner consistent with everything else your company shows the public. But the look and logo are always the same."

Fortunately, **banner ads** are easy to upload and just as easy to pull down from the Web, so...

...customers informed about your message, not uncertain about your image.

Three tactics that work in **banner ads** are sponsoring contests, maintaining a brand's look and logo, and having a "hook."

25/3,K/164 (Item 8 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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0712483 96-70888

CMG announces next-generation online service

Cadigan, Kathryn
Business Wire (San Francisco, CA, US) p1
PUBL DATE: 960618
WORD COUNT: 1,420
DATELINE: Wilmington, MA, US, New England

TEXT:

...as both public and private personal home pages, 3-D (VRML) chat, advanced personal messaging, **localized** electronic yellow pages, **customized** news and information retrieval, Web searches, directories and site reviews, accelerated Web browsing and e-mail -- all completely free and packaged to help regional and national ISPs **generate** new **revenue** and attract additional customers.

Leveraging CMG's background in database marketing, Planet Direct will offer **advertisers** and direct marketers the world's largest **demographic** clickstream database of **Internet** customers who agree to participate, and their **usage** patterns. Information- **analysis** provided on this database is intended to help advertisers more effectively **target** their customers in cyberspace and achieve broader reach than by working with any single ISP ...

...in just a few short months. Given the enormous market opportunities among the ISP and **advertising communities**, we believe that Planet Direct has the potential to become one of the world's...

...ISPs that secure such local brands will be listed for free on Planet Direct's **Web site** and in all Planet Direct **advertising**.

Revenue for both CMG and its ISP partners will derive from local and national advertising...

...to couple clickstream data with new, scalable data warehousing and access software to create highly **personalized**, one-to-one, interactive direct-marketing campaigns. In addition to providing advertisers and customers with more **targeted**, meaningful interaction, this additional functionality will benefit local ISPs by allowing them to participate in...

...technologies and services of several of its key investments.

-- GeoCities -- Builds and operates special-interest **online communities** on the **World Wide Web** and enables users to create free personal home pages in a themed neighborhood of their...

...offering adds 30,000 new or revised pages daily and is one of the most **visited sites** on the Web. These **online communities** will be extended in Planet Direct to include local cities and areas served by ISPs.

-- TeleT Communications -- Leads in the development and **commercialization** of technology combining traditional telephony and **Internet** resources. TeleT technology allows customers to: access and send voice messages across the Internet from...

...to e-mail that is delivered via voice-mail.

-- Planet Town -- Electronic yellow pages from **Vicinity** Corporation that link **business** directory and **geographical** mapping technologies for more than 40,000 cities and towns in the United States. Initially...

...extended to include pages for locations around the globe.

-- Personal Planet -- Will offer a free, **personalized** newspaper, which can take feeds from any Web site, popular news feeds and any Lotus Notes files -- far outstripping the capabilities of competitive offerings.

-- Lycos -- (NASDAQ: LCOS) Among the most **visited sites** on the Web, Lycos allows searching of any information on the Web and offers the...

...allows users to send and receive e-mail with the option to receive free promotional **coupons** and information on products of interest. A user may opt to use any other e-mail package without promotions and **coupons**.

-- Black Sun Interactive -- Provides world-leading VRML (3-D), multiuser interactive products, enabling 3-D...

...browsing and management on the Web. Planet Direct will deploy NetCarta's technology to help **personalize** and **localize** Web content.

Product Strategy

-- Planet Direct's product strategy encompasses three core components that will...will be made available to ISPs beginning in the fourth calendar quarter of 1996 include **Internet** technology and content, local content and services and **advertising** management services.

-- **Internet** Technology and Content -- Major portions of this offering will be available from a central server...

...newspaper.

-- Advertising Management Services -- These services will empower ISPs to create, manage, generate and place **localized** advertising (with the help of CMG's ADSmart service), while providing customers with Planet Town electronic yellow pages and mapping tools that **profile** their local cyberspace **community**. Planet Direct intends to provide solutions that will allow customers to tailor their private home...

25/3,K/169 (Item 3 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

03834895 Supplier Number: 48328732 (USE FORMAT 7 FOR FULLTEXT)
3SI: DoubleClick bets on direct sales, when justClick! bets on indirect sales
M2 Presswire, pN/A
March 2, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 950

RDATE:270298

The current IPO by DoubleClick will bring-in a huge amount of **capital** to a heavily loss **making** company. Meanwhile justClick! offers high tech solutions in the same market, is debt free and profitable. How does this international company compete so efficiently against the venture **capital** backed American loss **maker** ?

Is there something special about the virtual world of the Internet that turns investment on its head and **makes** investors run to put their **money** into companies based on how much they lose each year? Maybe those sophisticated investors don...

...world outside America and Internet technologies outside Silicon Valley?

Have a look at the justClick! **Target** Network at
<http://justClick.com/ePR>. It has a marketing strategy based on a policy...

...sales. It claims to have the industry's lowest costs. And it shows a proven **track** record of achievements and permanent introductions of pioneering features since 1996.

justClick! efficiently manages many independant ad networks with the justClick! precision **target** engine. Interactive networks can be set-up in minutes and promoted even by any e...

...l-serve.net allows corporations to connect their ad server or search engine to exchange **banner ads** with an exchange ratio of 1:1, getting in return precision **targeted** advertising for expanding their markets, it's free too.

Concerned about the advertising quality? The quality is world class: Precision **targeting** in 60 languages and 1,000 world regions, highest flexibility in ad size and formats...

...solution.

Concerned about the marketing programs? The marketing programs are world class: Exchange Member, Publisher, **Advertiser**, Affiliate and the unique **CommunityBuilder** are just the major programs. Each program has several sub programs, for example: Payment per...

...and many pioneering features are already implemented: The heart of justClick! is a sophisticated referrer **tracking** system. Each single transaction is **tracked** together with the referrer's USER ID. The USER ID is embedded in an elegant...

...up of private networks within minutes. The unique program CommunityBuilder allows the building of interactive **communities**, for example Web Rings, Ad Networks, SIG Networks, **Trade** Networks, and Distribution Networks. Corporations can **track** their entire pre-sales process. It's all available, and of course it's free...

...coming closer where businesses may no longer be capital driven but competence driven.

About justClick! **Target** Network.

Interactive **Targeted** Marketing comes in the reach of any e-marketer on Earth brought by justClick!. Online...

...their corporate global marketing strategy due to new business opportunities. The mission of justClick! is

- **Targeting** Multilingual Markets &
- Building Interactive **Communities** .

For the first time since the **Internet** became prevalent among the corporate **community** that e-marketers, **merchants** , and traders can activate international **trading** on a truly global scale. The justClick! **Target** Network supplies the services required to **target** global markets. Since 1996 it has pioneered the building of interactive **communities** incorporating precision **online advertising** and 100% reliable **tracking** of the entire marketing and pre sales processes.

As the premier **target** network of affiliates and agencies justClick! welcomes any serious e-marketer to actively **trade** in 60 languages and 1000 world **regions** . This is the first time that brand imaging, click-through to direct sales, interactive customer...

...any e-marketer on Earth. Free entry programs allow one to gain experience in interactive **targeted** marketing and building interactive **communities** .

On Jan. 26, 1998 WowGlobal, Wow Television Int'l, appointed the justClick! **Target** Network to be the supplier for their **Internet** marketing campaigns. An innovative **retail** shop concept integrating WWW & PC & TV is planned with synchronized campaigns on local TV channels...

...at <http://justClick.com/eER>.

justClick! and CommunityBuilder are copyrighted Intellectual Property Rights of justClick! **Target** Network. UNIX and additional company and product names may be trademarks or registered trademarks of...

19980302

25/3,K/171 (Item 5 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03791481 Supplier Number: 48216469 (USE FORMAT 7 FOR FULLTEXT)

It's A Brave New Year For The Net

Interactive PR & Marketing News, v5, n1, pN/A

Jan 9, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Professional

Word Count: 2112

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Executives predict more aggregation, **personalization** and better bandwidthFacing the turn of the century and what will no doubt be another

...
... is happening quickly. Advice is easy to find; however it's not always reliable. Our **collection** of impressions and opinions are just that - but from a broad **collection** of new media professionals. The do offer some sage advice. As always, Interactive PR & Marketing...

...in the business. Add them up and it's typically far more than you can **make** in advertising **revenues**.

It doesn't take an economics whiz to realize that as a whole, we're...

...them coming back for more.

Hard performance data will. Sites with dependable stats on the **demographics** of their audience will find the \$ coming their way because **advertisers** want to know if they're really reaching the right people on the Web.

And...

...at the click of a remote. Email will be embraced by the masses. Web window **shopping** will give way to an **online retail** explosion. Women and the over 50's will be the fastest growing group of eyeballs on the **Internet**.

In **business**, marketing and **advertising** executives will wrestle control of the corporate **Web site** from the grips of the MIS people. Much of this will be attributed to the...

...supercomplex Web sites.

3. Thousands of companies realize how much they've spent on their **Web sites** and shut them down.

4. **eCommerce** catches on and the big winners are the reintermediaries, people like Autobytel, Yoyodyne and others...

...continue to stream onto the Net in record numbers, Internet marketers are still struggling to **make money**. Here at NetCreations, we believe that the answer is digital direct marketing. While "spam," or...

...more and more marketers building email lists of their own - after all, who better to **target** than your own house file?

Syndicated selling - that is, direct marketing on the Web via...

...will also be hot in the year ahead. Thanks to Internet partnership programs that pay **commissions** to **referring** sites, practically any Webmaster can set ...peddling books, flowers, magazines and more with no risk and no money down.

Bottom line: **Banner advertising** alone won't be enough to float the

Web's financial boat in 1998. Better...

...<http://www.synapse-group.com>

214/599-2920

McLemore predicts that content management, system integration, **personalization** and divergence will be the comers in 1998.

Content management systems (transactive, remote, multilingual). As...

...partners. This is no longer acceptable. Customers demand a single, coherent voice from a company.

Personalization . **Personalize** your online dialogue to each individual. Or lose them to your competition who has figured...

...information architecture. It will be about splitting our Web sites into separate entities, with clear **targeting** and coherent messaging. It's about time.

Denise Collins, publicist

The Wall Street Journal

Interactive...

...sites will face is qualifying the value of their content. The value-added component of **analysis** and interpretation, especially for news sites, is likely to be rigorously evaluated by consumers asked...

...advertisers. The Wall Street Journal Interactive Edition is able to consistently deliver an audience to **advertisers** that mimics a **demographic profile** our **advertisers** want to talk to. Also, audience **demographics** at the Interactive Journal shows increased participation from the international community. I think a global...

...it will be difficult to be competitive.

Also, as consumers get more comfortable with the **online shopping** experience and as other **retailers** can learn from the success of Amazon.com, CDnow, etc., the **online shopping** environment is ripe for explosive growth.

In terms of **advertising** revenue, I believe 1998 will see the Web embraced by many of the major consumer...

...overall strategy.

Renee Edelman, exec. VP

Edelman Interactive

<http://www.edelman.com>

212/704-8174

Advertisers , **Internet** start-ups and new media units of media, entertainment and consumer marketing giants are becoming...

...market, we need to continuously re-evaluate our programs to make sure they are on **target** .

Internet companies are diversifying their revenue streams - **advertising** , **ecommerce** , subscriptions and sponsorships - to move toward profitability.

We must work with our clients to develop **customized** messages for key audiences - media, industry **analysts** , Wall Street, advertisers and consumers - to show that the company has a solid business plan to **generate revenues** - and profits.

As savvy marketers and PR counselors, in this nascent industry, we need to...

19980109

25/3,K/177 (Item 4 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
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01117437 CMP ACCESSION NUMBER: NTG19970201S0054
**Politically Correct Online Marketing-the Time Is Now - Netiquette can pay
handsome dividends to marketers who practice it well**
Rosalind Resnick
NETGUIDE, 1997, n 402, PG61
PUBLICATION DATE: 970201
JOURNAL CODE: NTG LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Market Wise
WORD COUNT: 1296

, 1997
TEXT:

... its immigration law services to 9,000 Usenet newsgroups, the firm lost its Internet access **account** and soon became Bad Example No. 1 of the net's increasing commercialization. Three years...

As a result of incidents like these, many companies doing **business** on the **Internet** ignore the advantages of direct e-mail and shun it as a marketing tool. They...

...request to remove@promo -ent.com. Cyber Promotions also offers refunds to AOL members for **usage** charges they rack up when downloading the company's messages.

These corrective measures are a...

...getting on their lists in the first place-and that's a big problem. Sending **targeted** offers to **demographically** or **geographically** desirable consumers may be an acceptable practice in the postal world, but on the net...

...deleteme@netcreations.com.

- Send recipients only information they've requested. Once you've built a **targeted** mailing list, you have a responsibility to send them only information for which they've...

...tickets. Well, I didn't get the free trip. But about a week after I **visited** the **site**, Mama Ragu herself did e-mail me back, gently nagging me to visit again. This...

...couldn't resist stopping over for a second helping.

But what if Ragu wants to **make** some extra **money** from its list and rent it out to, say, a marketer peddling a new kind...

...netiquette, it's also good business. One way is to offer a prize, giveaway, or **coupon** as an incentive to join the list. At NetCreations, we encourage our clients to give...they get the software starter kit. The trade-off? Users on such a system get **advertisements** for products and services, **targeted** to their **demographic profiles**, in their e-mailboxes along with personal mail. Only subscribers see the postage-stamp size...

...the Internet lies with those companies-big or small-best prepared to work with the **Internet community** and culture, not against it. The nascent **Internet** industry must band together to set standards for ethical, responsible distribution of **targeted commercial** messages on the **Internet**. If we don't, the next head on the chopping block could be our own...

...of NetCreations Inc. and editor and publisher of Interactive
Publishing Alert, a biweekly newsletter that **tracks** trends and
developments in online publishing (www.netcreations.com/ipa)
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25/3,K/183 (Item 3 from file: 810)
DIALOG(R)File 810:Business Wire
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0969497 BW1192

NJ MAXNET: Maxnet Teams with HyperBanner for Advertising and Ad Sales

January 27, 1999

Byline: Business Editors

...the HyperBanner Network
crown is its banner exchange network in which a site owner's **banner**
ad appears once elsewhere in the network for every two banners served
on his or her site. The service, with its offer of free, **targeted**
advertising, has steadily gained in popularity since its introduction
two years ago. Today there are...

...30 countries. Their Mission is to serve,
small and medium businesses' needs for site enhancement, **targeted**
customer reach, traffic **generation** and **revenue creation**, using
established global infrastructure. HyperBanner has developed a
robust, scalable, client-server based software system that maintains
banner exchanges between members of a **community**. HyperBanner offers
an **advertiser** unparalleled reach, an affluent **demographic**, deep
targeting capabilities, quality assurance, convenient reporting,
measurable results and the ability to save time. HyperBanner.net
addresses the needs of small and medium businesses by offering tools
and services to start **web sites**, to enhance **web sites**
, to promote and
advertise sites and to earn revenues from sites on the **Internet**. The
HyperBanner Network offers an innovative service offering its global
presence, which is complemented by...

...customer satisfaction by
providing member sites with an excellent set of tools to manage their
accounts. Co-branding opportunities with ISP's, web hosting
companies and large international search engines have...

...phonebook.html

Maxnet, Inc., MXNT is currently changing its name to reflect its
new diversified **Internet** marketing **business**. Maxnet, Inc. currently
has offices in New Jersey and Florida. Certain of the statements
included...

...For Info: 1-888-682-3622

KEYWORD: NEW JERSEY

INDUSTRY KEYWORD: ENTERTAINMENT COMED

INTERACTIVE/MULTIMEDIA/ **INTERNET**

Today's News On The Net - **Business** Wire's full file on the **Internet**
with **Hyperlinks** to your home page.
URL: <http://www.businesswire.com>

>

...

25/3,K/187 (Item 7 from file: 810)
DIALOG(R)File 810:Business Wire
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0923916 BW1170

NETZERO: NetZero Launches New Advertising -Driven, Free Internet Access Service; Startup to Combine Complimentary Access with Targeted , Personalized Ads

~~October 19, 1998~~ 1998

Byline: Business Editors/Technology Writers

NetZero Launches New Advertising -Driven, Free Internet Access Service; Startup to Combine Complimentary Access with Targeted , Personalized Ads

...from GoTo.com, NetGravity, AGIS
Startup NetZero, Inc. today announced the launch of its free, advertising -driven Internet access service, aimed at shattering monthly access fee barriers and redefining Internet advertising with targeting capabilities unsurpassed in any medium.

NetZero is among the first companies launched with funding from...
...GoTo.com, CitySearch, and eToys, among others.

To subscribe to NetZero, users must complete a profile that captures interests and demographic data (available at www.netzero.net). NetZero's patent-pending zCast(TM) software automatically refines the profile by continuously monitoring online behavior, thereby facilitating the delivery of precisely targeted advertising .

The zCast software provides Dynamic Targeting (TM) -- an exclusive system that generates geographic, demographic, psychographic and behavioral information in real time.

Precise targeting is critical to the Internet advertising market, now valued at \$1.3 billion and projected to reach \$4.5 billion by the year 2000. According to Jupiter Communications analyst Evan Neufeld, "The growth of the Web advertising pie will be increasingly dependent on the successful introduction of real targeting ."

NetZero will provide free Internet access via a local dial-up account and an e-mail account for each individual user in a household, a business or at specific location , such as a school or public library.

In addition to the zCast software, the NetZero...
...chief executive officer, NetZero Inc. "NetZero provides a unique, value-added service that combines free Internet access and personalized advertising content.

"Where banner advertising is hit or miss at best, NetZero delivers ads users actually want to see and premiums they want to receive -- that's the win-win of being on the Internet . NetZero advertising zeroes in on the user 's specific interests, based on the dynamic updating of the profile . This is a huge breakthrough, especially for local advertisers, who have yet to see the...

...Bill Gross, chairman of the board, NetZero, and founder, idealab. "Families can now have multiple accounts , and schools and libraries can sign up at will. And with this critical mass on...

With headquarters in Westlake Village, NetZero Inc. is 'funded by
idealab Capital...

...1173

edgepress@mindspring.com

KEYWORD: CALIFORNIA MICHIGAN

INDUSTRY KEYWORD: COMPUTERS/ELECTRONICS COMED TELECOMMUNICATIONS
INTERACTIVE/MULTIMEDIA/ **INTERNET** PRODUCT

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Creation date: 07-29-2005
Indexing Officer: SLUENG - SAU-CUNE LUENG
Team: OIPEBackFileIndexing
Dossier: 09527734

Legal Date: 02-18-2005

No.	Doccode	Number of pages
1	SRNT	3

Total number of pages: 3

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